Cutting-Edge Interface Design for Mac OS X

These are confidential sessions—please refrain from filming or taking pictures.

Application Technologies

Cutting-Edge Interface Design for Mac OS X

John Geleynse
Manager, Software Technology Evangelism
& User Experience Evangelist

http://developer.apple.com/wwdc2005/

Agenda

1. Define Your Product
2. Determine Its Features
3. Design Its User Interface

Agenda

1. **Define Your Product**
   Decide what to make and whom to make it for
2. **Determine Its Features**
3. **Design Its User Interface**

Understand Your Users

- Goals
  - What do they hope to accomplish?
- Needs
  - What's required for them to get the task done?
  - Users often don't know what they want
  - Don't ask what they want. Determine what they NEED
- Abilities
  - Less sophisticated
    - BECOME proficient on some tasks
    - GRADUATE to more complex tasks
  - More sophisticated are
    - MASTER at some tasks. NOVICE at other tasks
    - FRUSTRATED when your product gets in the way

Understanding Your Market's Needs

	Games	Home	Business	K-12	Higher-Ed	Creative/ Pro	Science
High Performance	1				2	1	1
Responsive	2					2	2
Elegant		3					
Attractive	3	2					
Easy to use		1	2	1			
Adaptive							
Compatible			3	3	3	3	
Mobile							3
Accessible			1	2	1		

Understand Yourself and the Competition

- Focus on your value-add and core strengths
  - Partner with others who have expertise you're lacking
  - Identify OS technologies to lighten your development
- Look at other successful applications or competitors
  - Identify why they've succeeded
  - Identify where they've failed

Define Your Solution

- Stay conceptually broad
- Identify the problems you'll solve
- Craft a product definition statement
  - Allow it to guide everything you do
- Keep in mind
  - Usability
  - Efficiency
  - Desired workflow
  - Interaction with other applications
- Keep things simple
  - Boil down large concepts to their essence, small discrete functionality

Refine Your Feature Set

- Determine how your solution will work specifically
- Define the core set of features required
- Avoid feature cascade
  - Users can’t distinguish critical from non-critical functionality
  - Use the 80 percent solution
    - Simplify then simplify again. Less is more
      - Try not to overload the design
      - Be willing to cut in favor of simplicity
    - The best tools are the ones you aren’t aware you’re using
- Features are simply a “means to an end”

REAL Software

Geoff Perlman
President and CEO

http://developer.apple.com/wwdc2005/

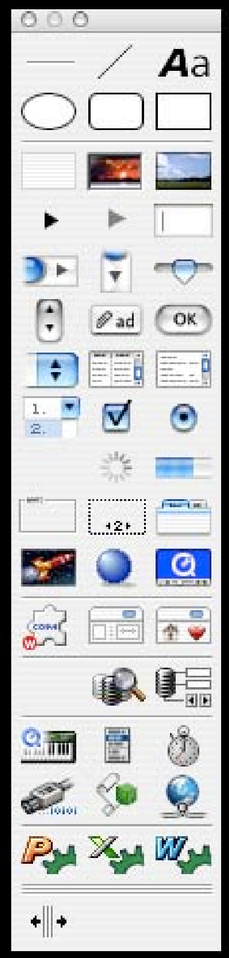
REALbasic 2005

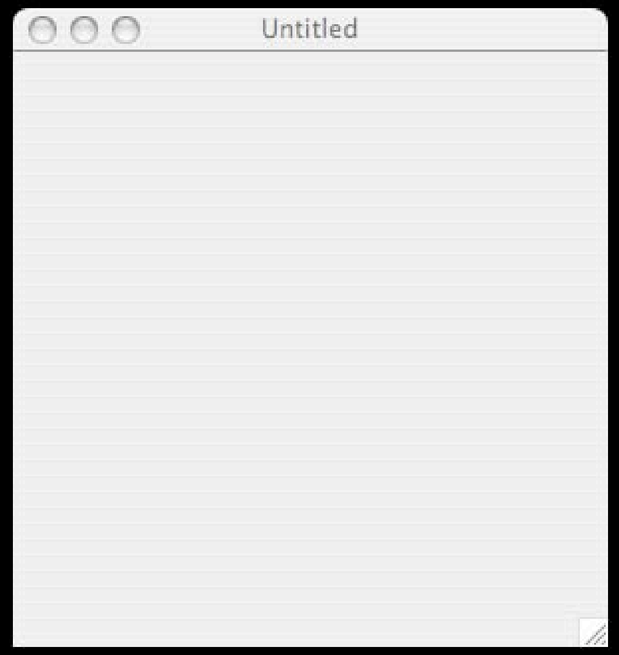
New User Interface

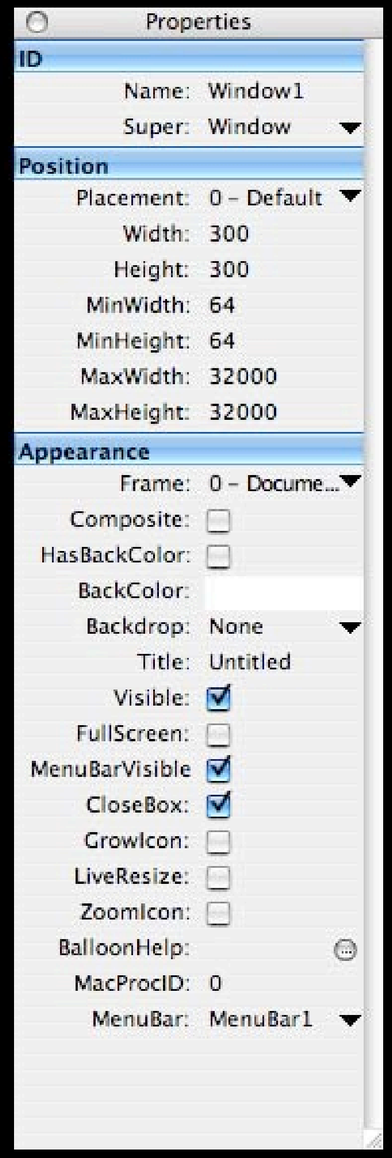
Problems To Solve

- Past UI sometimes decreased productivity
- Not intuitive enough for new users
- UI was showing its age

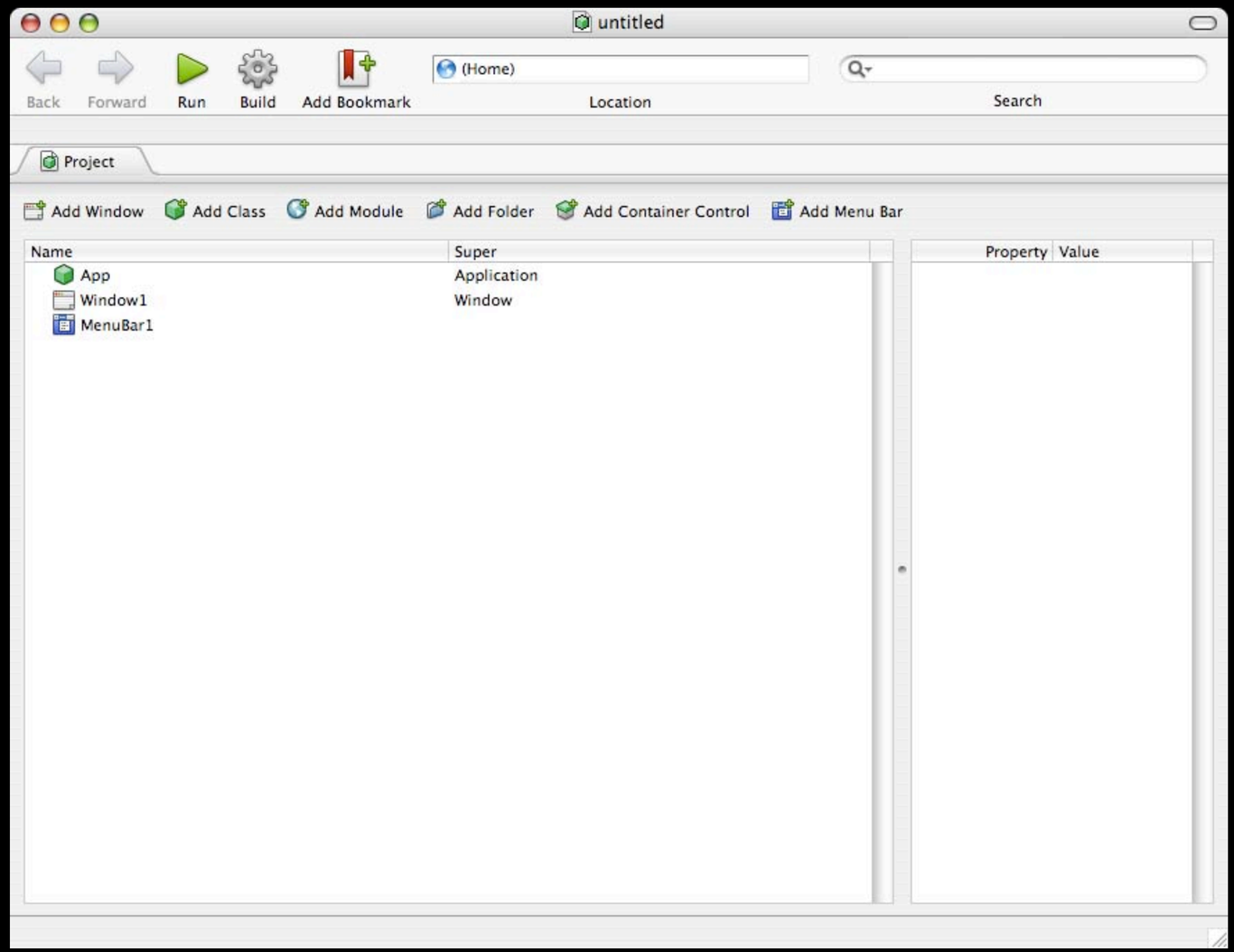
Our Previous Version



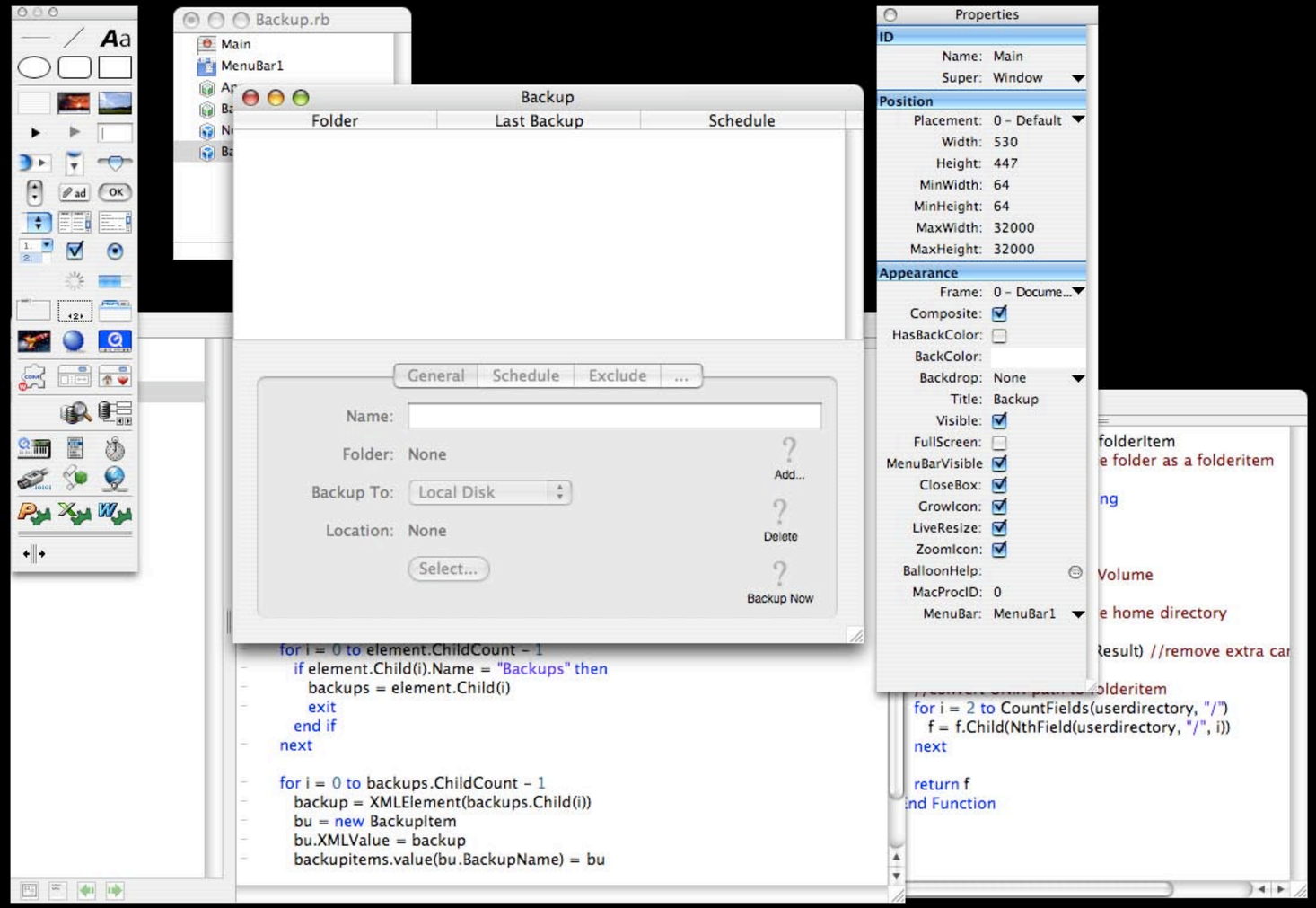




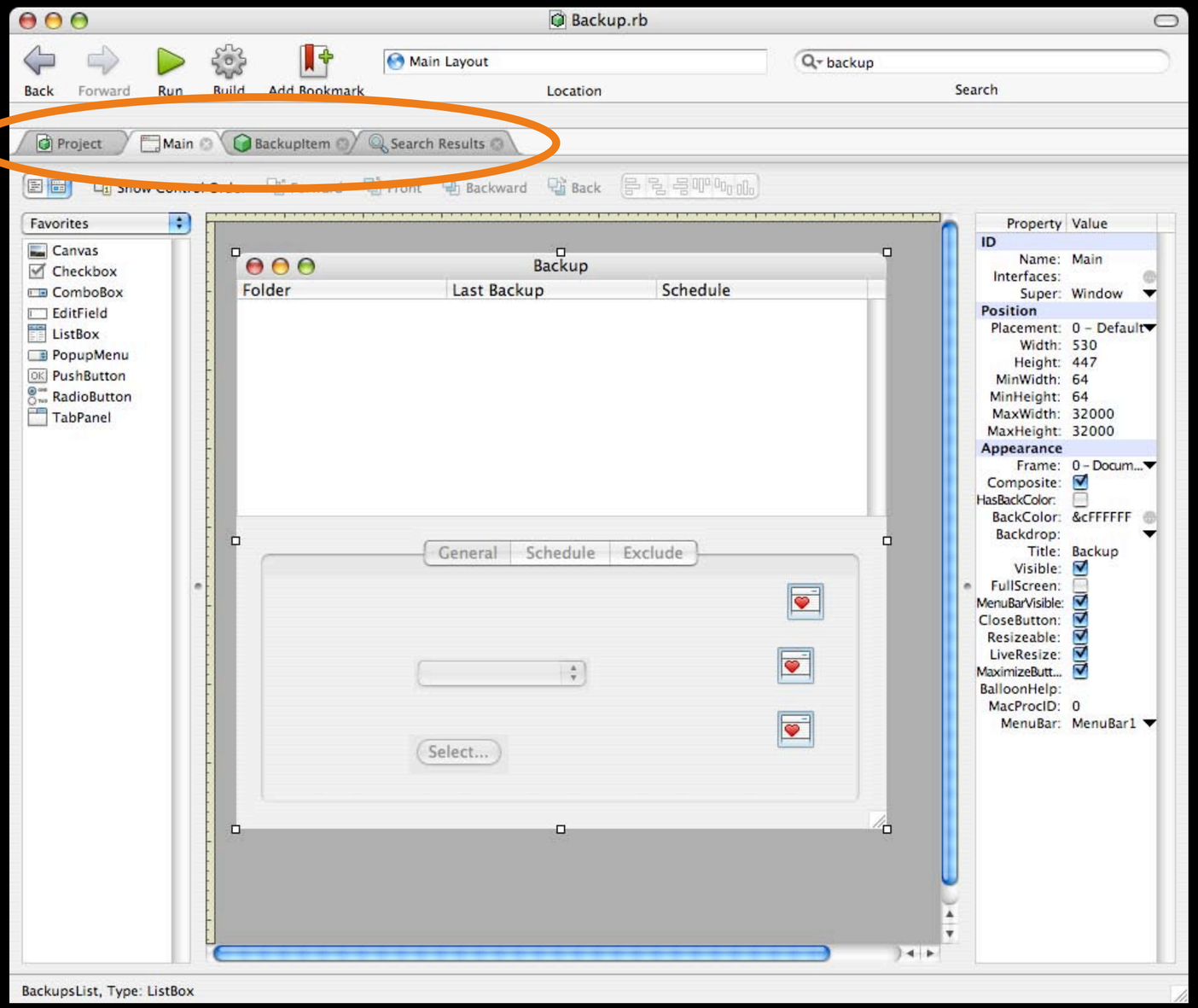
REALbasic 2005



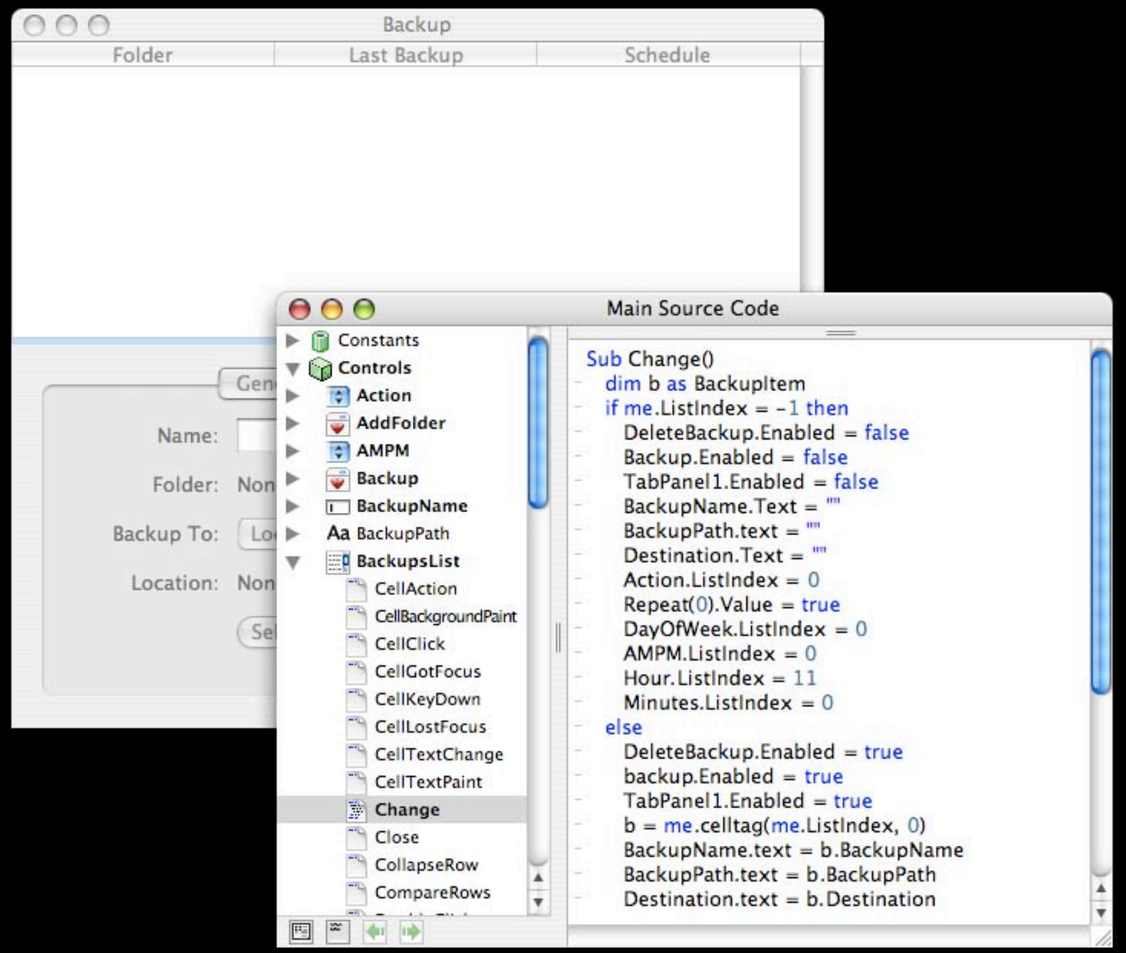
Our Previous Version
Too Many Windows



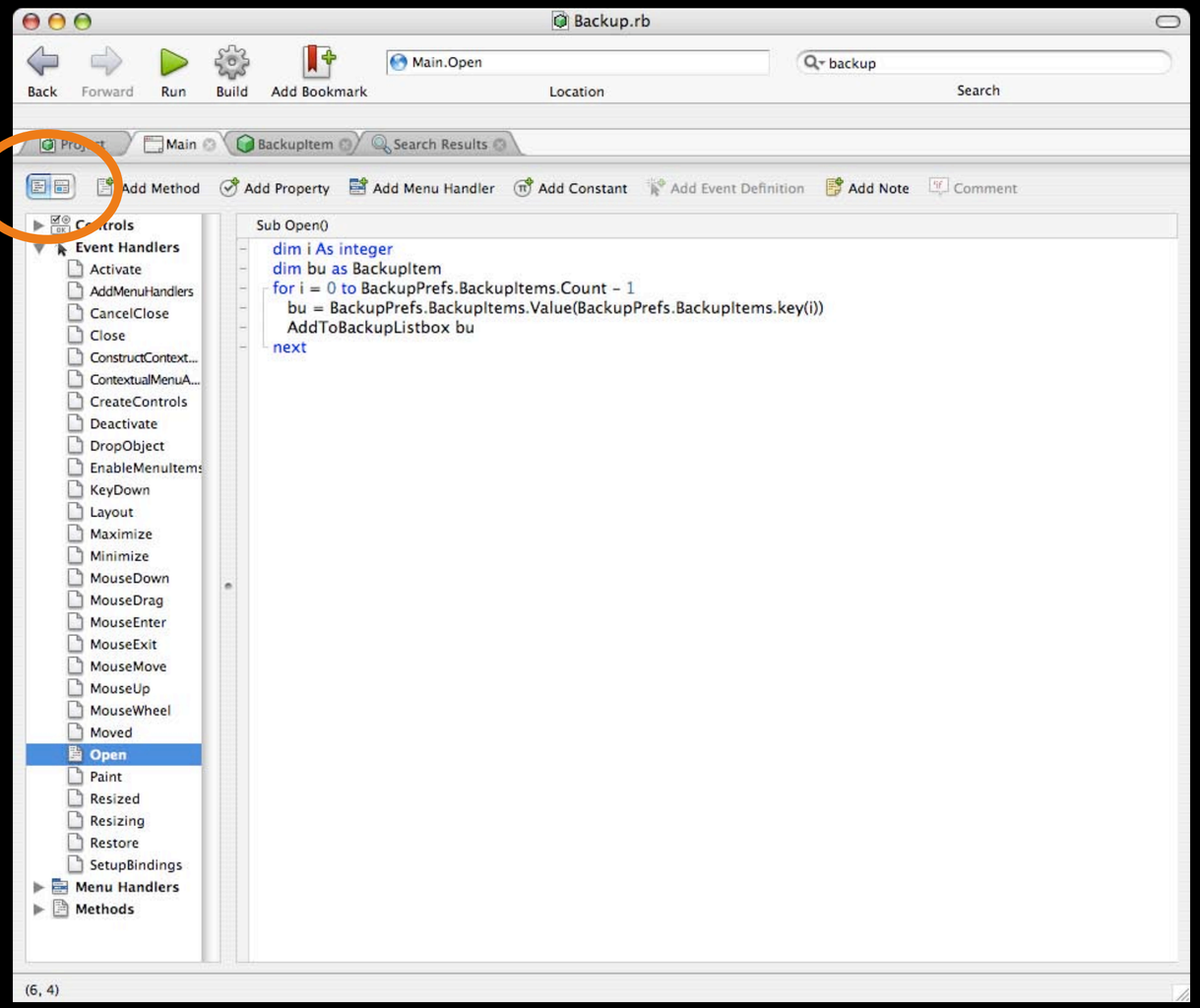
REALbasic 2005



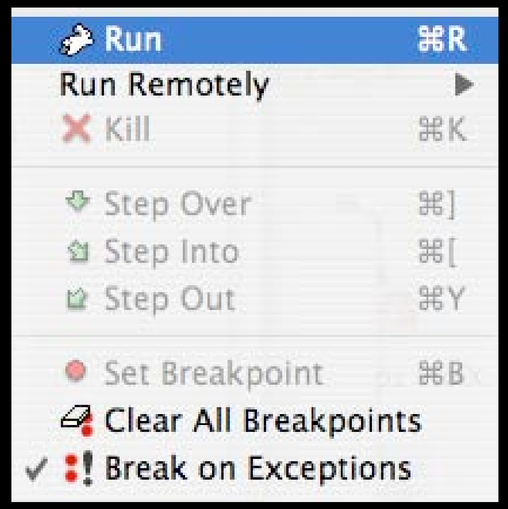
Multiple Windows

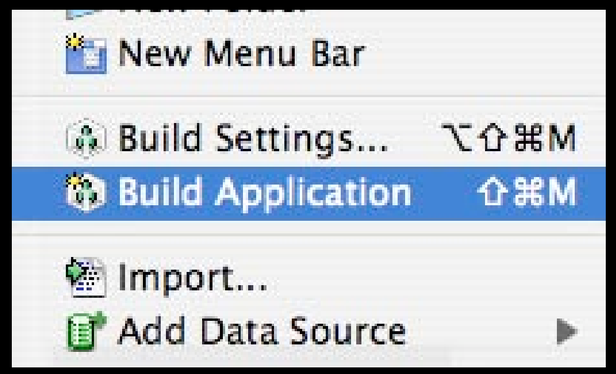


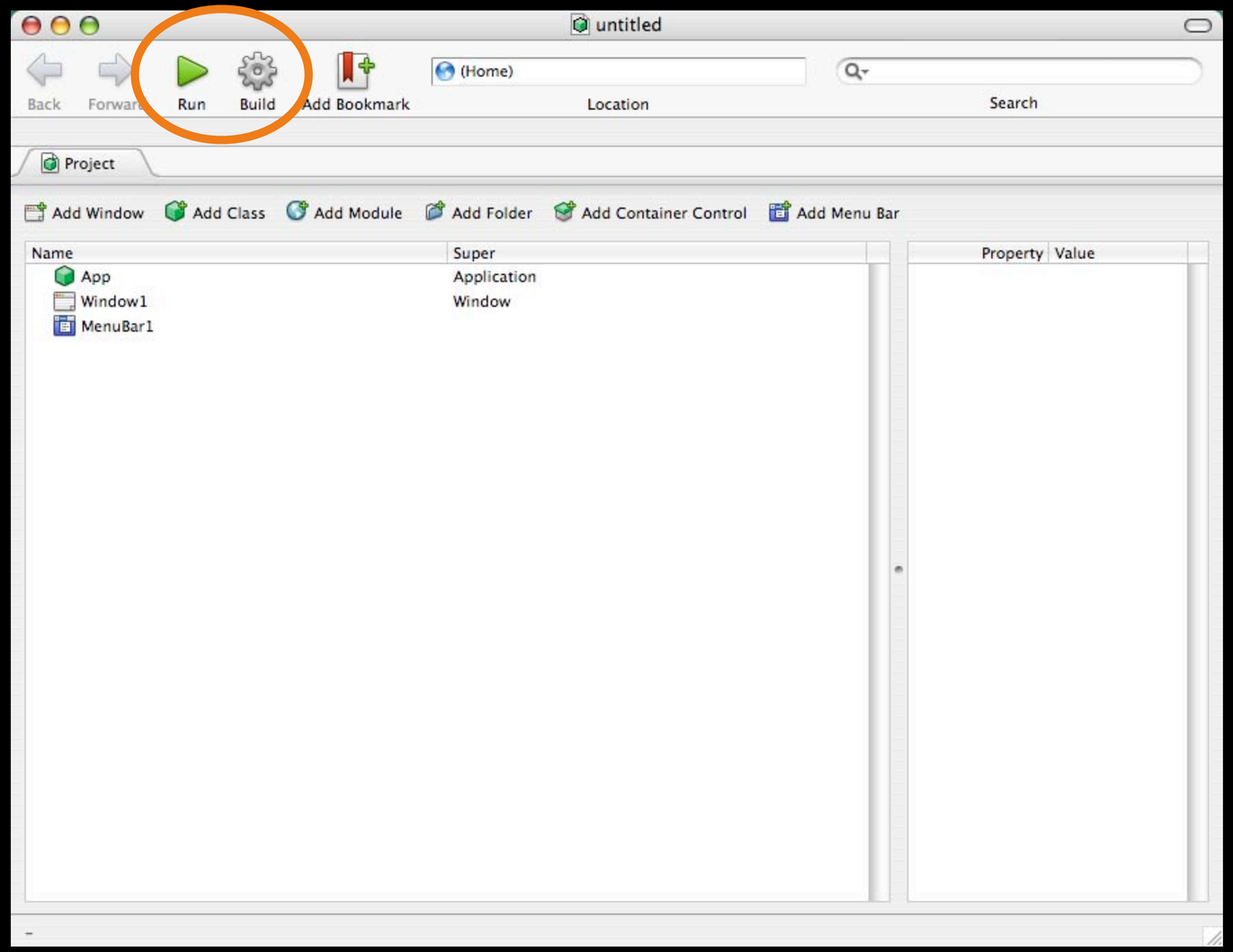
Fewer Windows



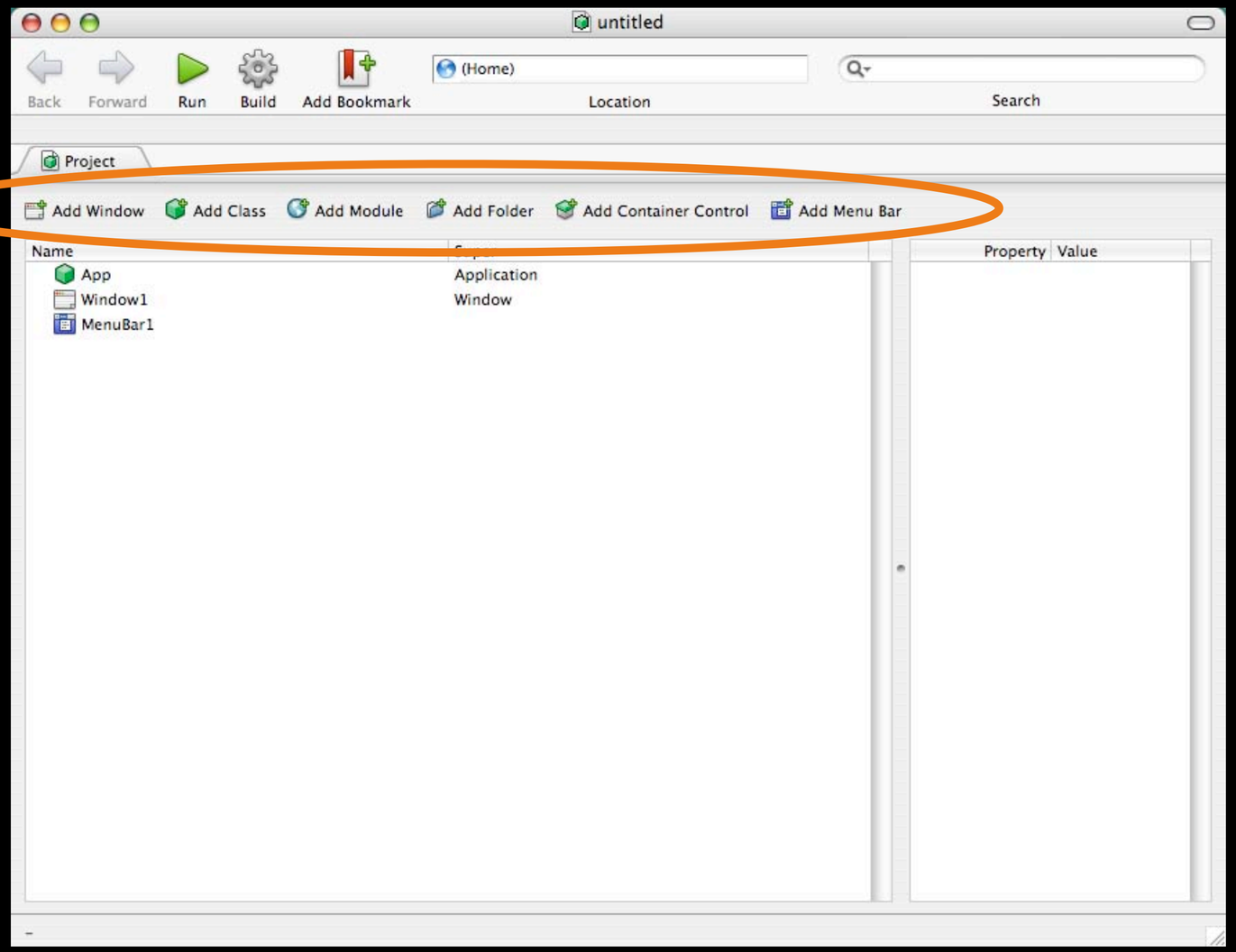
Important Commands



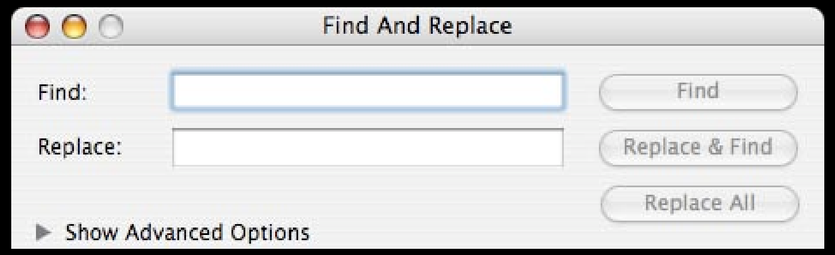


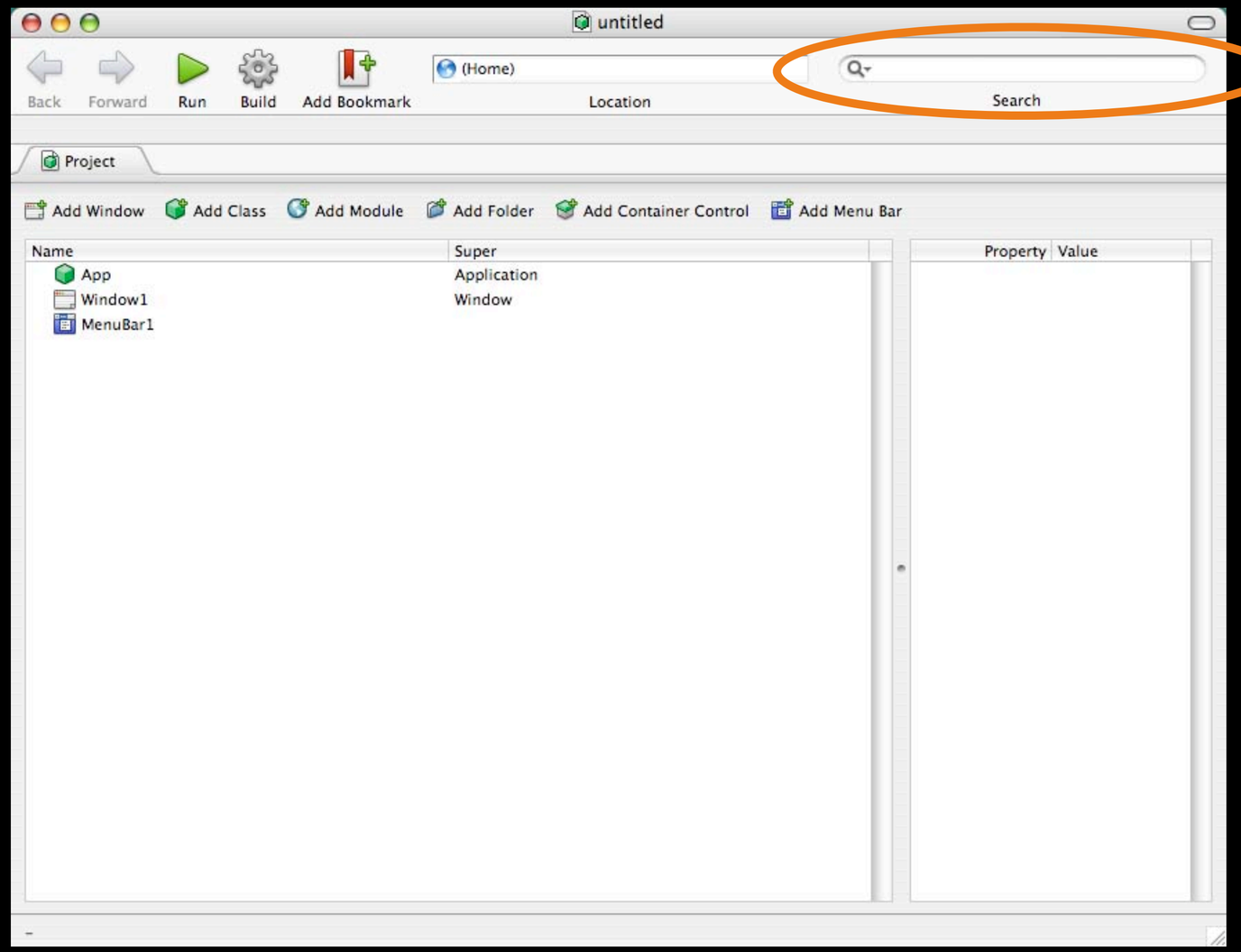


Common Commands

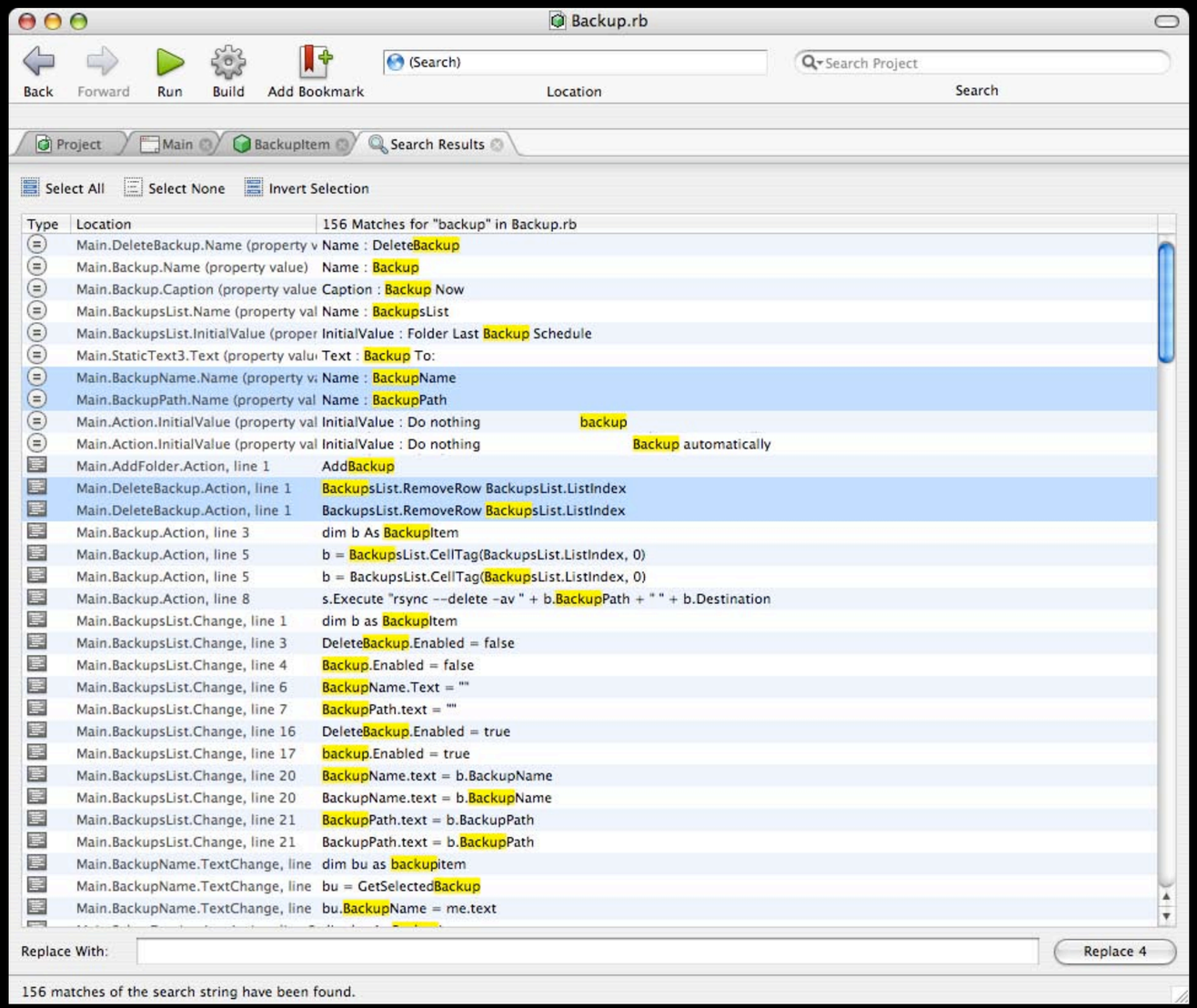


Common Commands

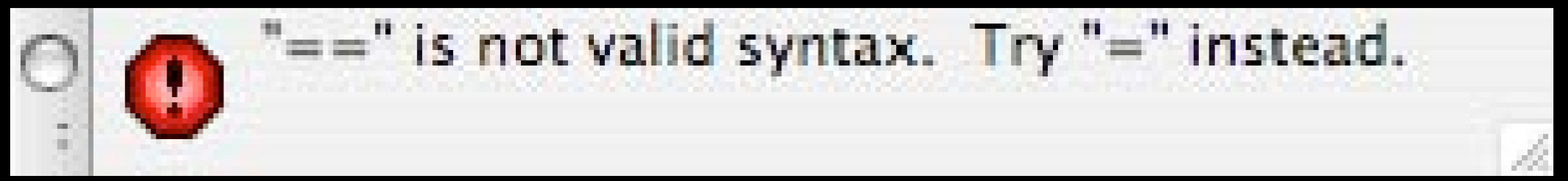




Improvements



Tips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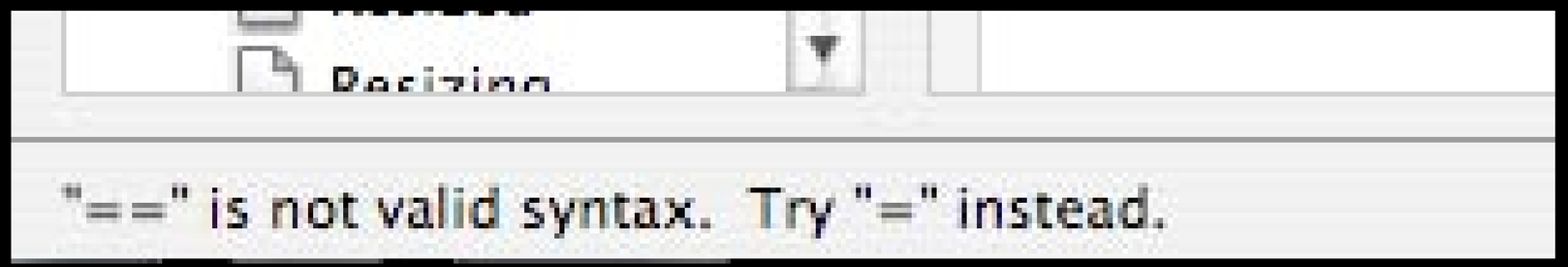
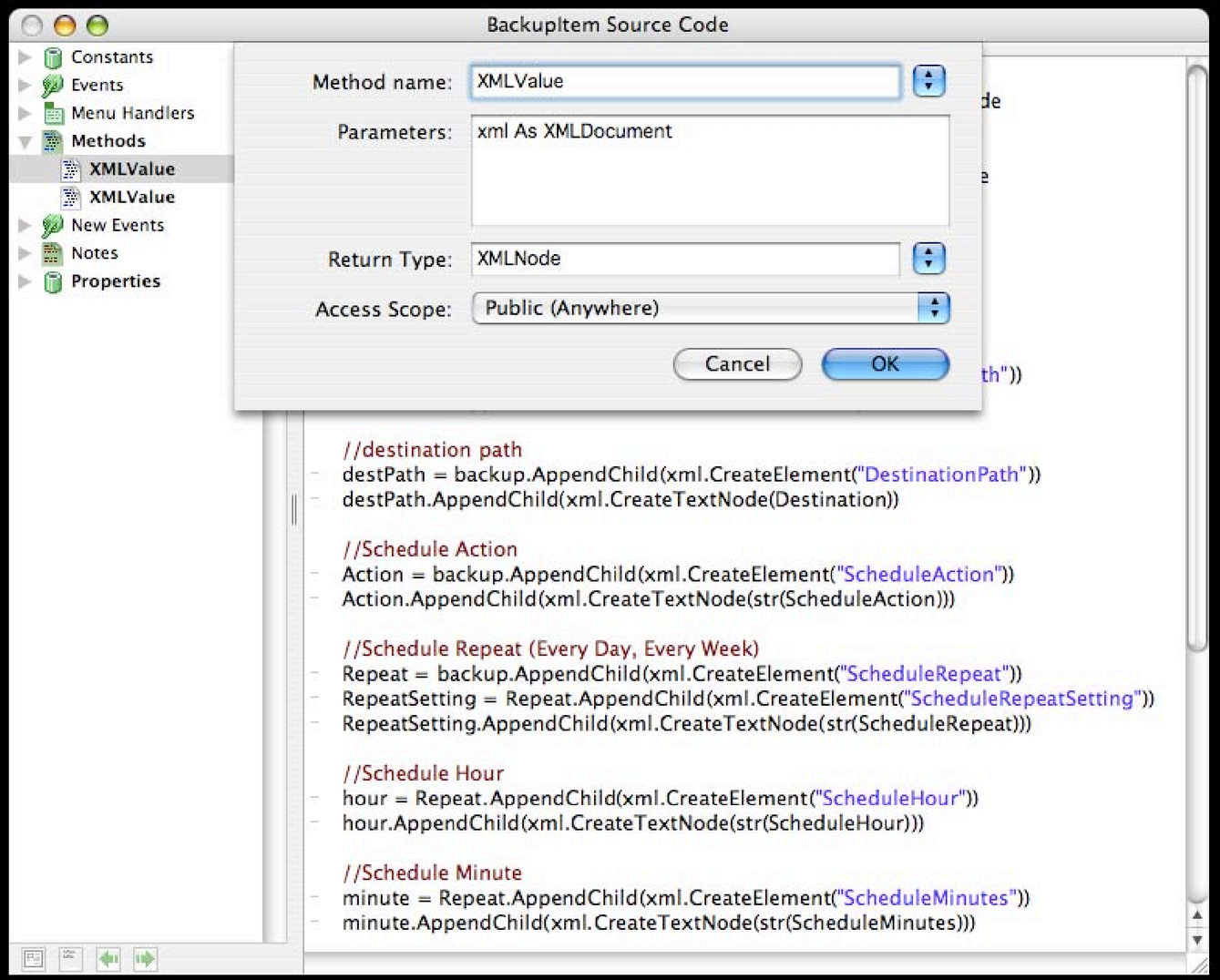

"==" is not valid syntax. Try "=" instead.

Our Previous Version
Too Modal



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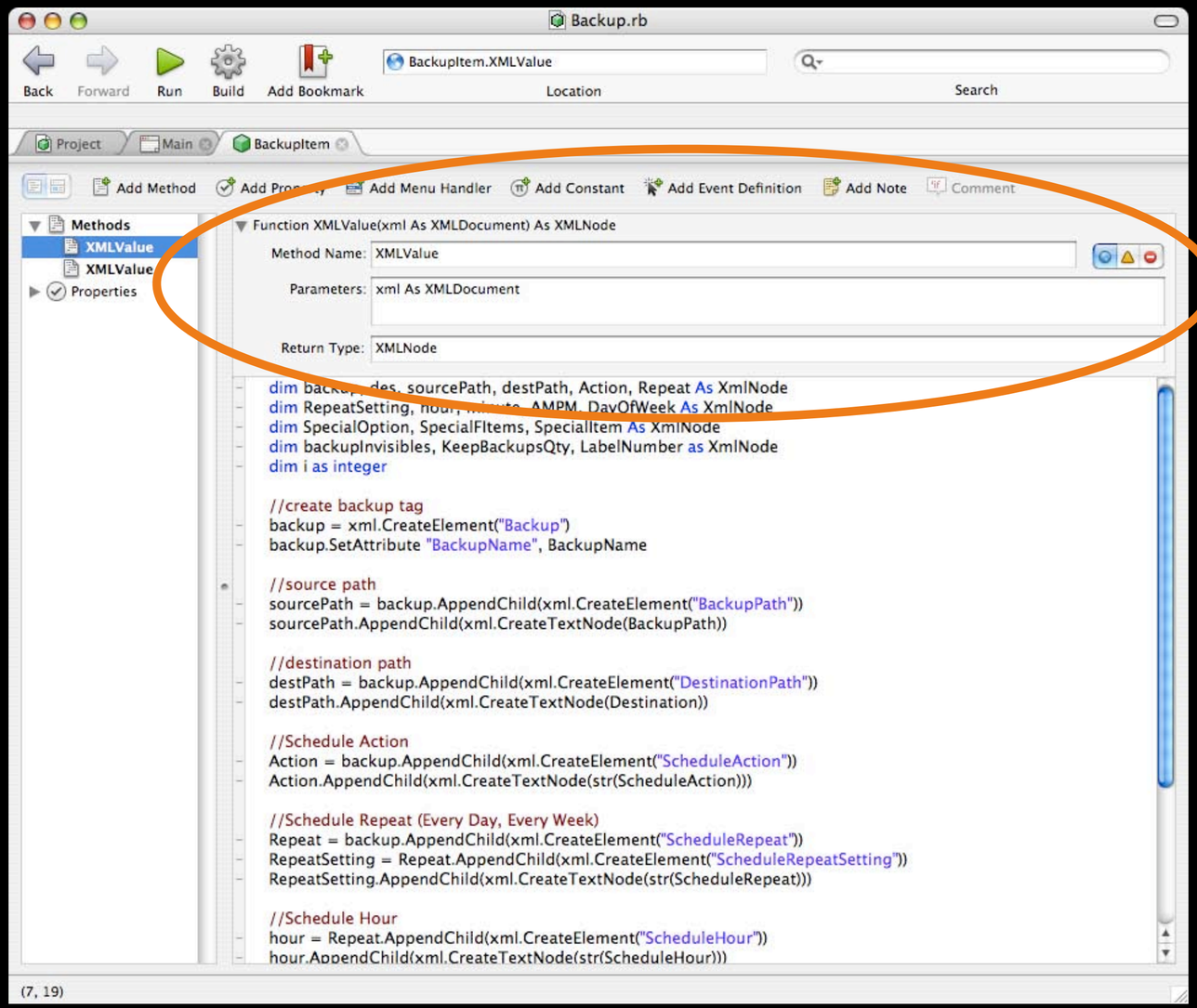
Less Modal



What We Learned

- Watch how your users work
- Don’t be afraid to make big changes
- Consider knowledge the user already has
- Read Apple’s Human Interface Guidelines
- Visit HI Lab here at WWDC

REAL Software

http://developer.apple.com/wwdc2005/

Marketcircle

Adam Baker
Interface Designer

http://developer.apple.com/wwdc2005/

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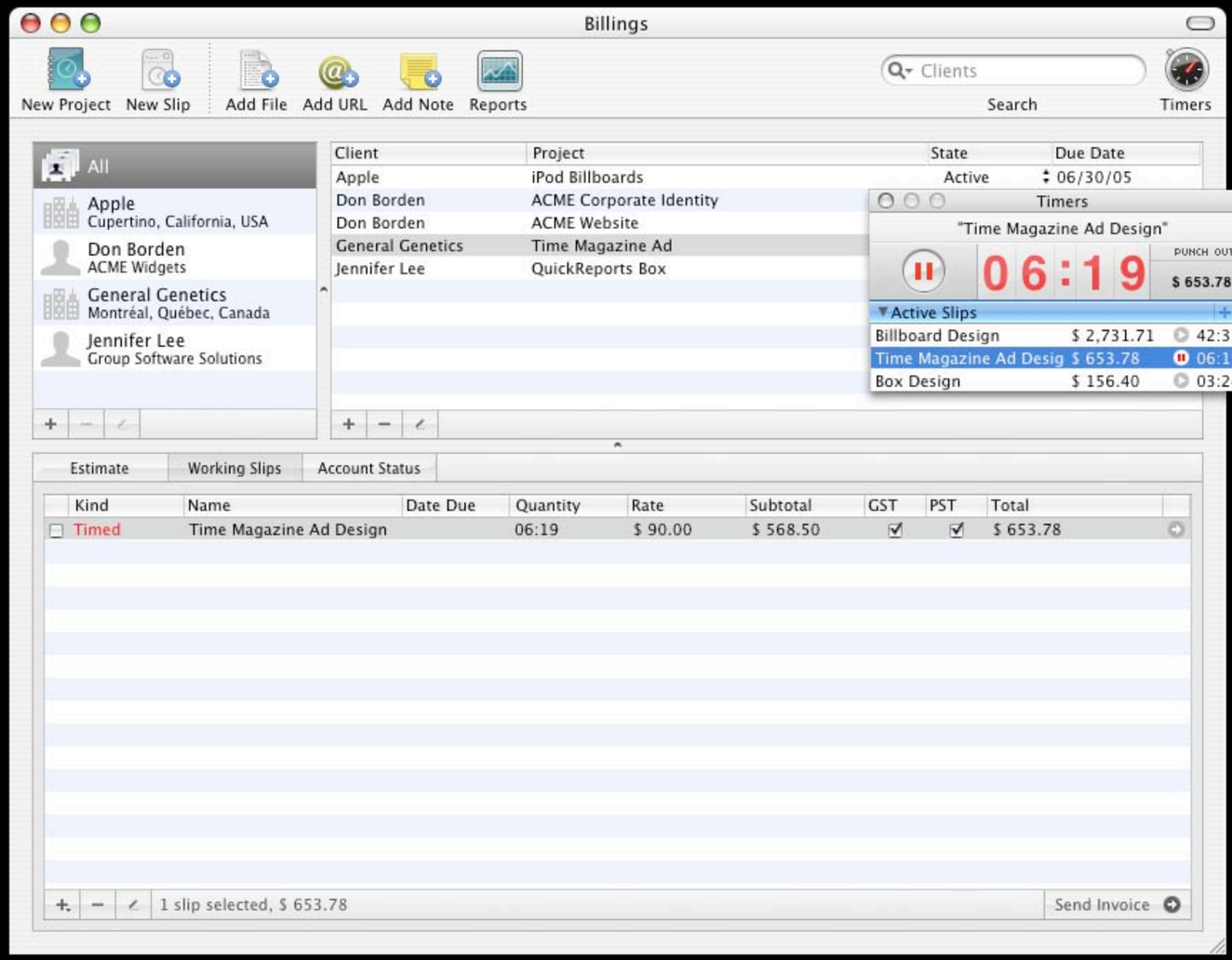
Billings
New Project
New Slip
Add File
Add URL
Add Note
Reports
Clients
Search
Timers
All
Apple
Cupertino, California, USA
Don Borden
ACME Widgets
General Genetics
Montréal, Québec, Canada
Jennifer Lee
Group Software Solutions
Client
Project
State
Due Date
Apple
iPod Billboards
Active
06/30/05
Don Borden
ACME Corporate Identity
Don Borden
ACME Website
General Genetics
Time Magazine Ad
Jennifer Lee
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Quantity
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Subtotal
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PST
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Timed
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$ 653.78
1 slip selected, $ 653.78
Send Invoice

Billings

Keep It Simple

Focus

- Who’s going to use it?
- What will it be?
- How will it work?

Who Will Use Billings?

- Independent professionals who track and bill their time…
- …who spend most of their time in other applications, or away from their Macs
- …who aren't accountants

Users Need a Solution

- A solution that makes time tracking and invoicing simple and painless
- A solution that is easy to learn and lightweight
- A solution that handles the gritty accounting details

What Will Billings Do?

Add clients from Address Book. Create projects with due dates, project details, linked files, and notes. Create detailed line items for estimates. Generate, save, email, and print professional PDF estimates. Manage billable tasks, expenses, and mileage. Apply taxes, markup, and discounts on a per-slip basis. Generate, save, email, and print professional PDF invoices. Start and stop timers from any application. Record and apply payments and retainers. Define custom payment methods. Run reports showing total expenses, mileage, or outstanding invoices.

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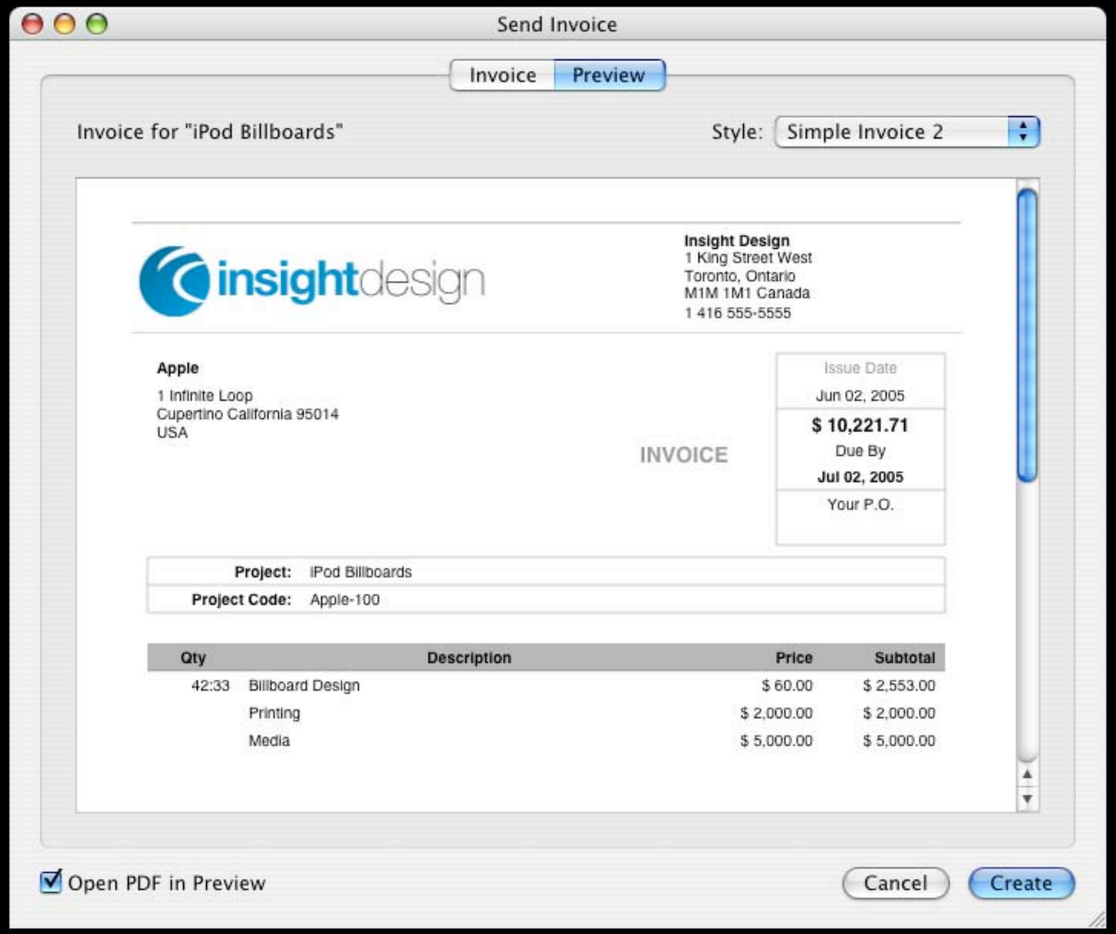
Estimates, time tracking, and invoicing for the Mac-based professional.

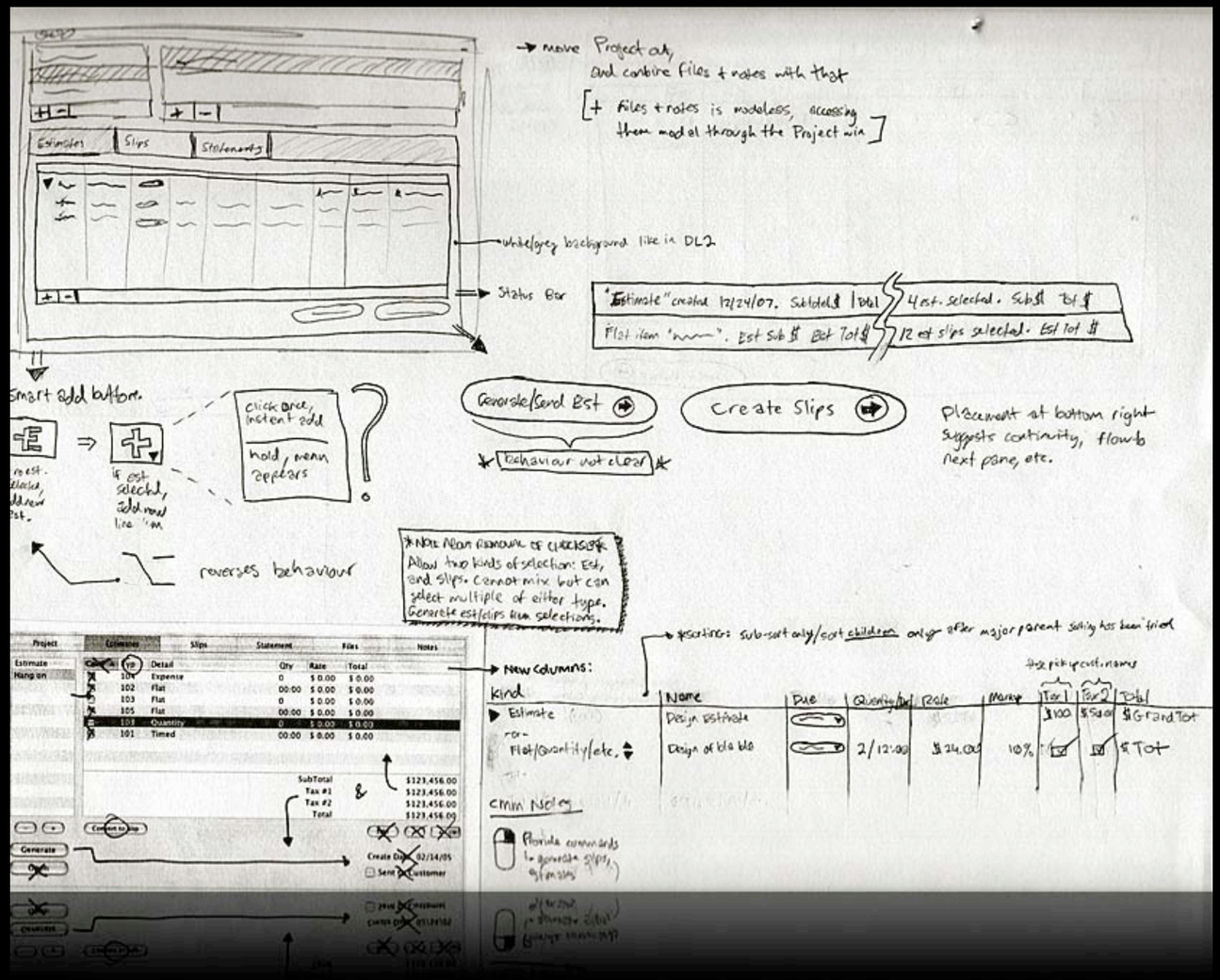
How Will Billings Work?

Three Design Tips

- Think Aqua
- Design on paper
- Keep learning proportional to your application's importance


Send Invoice
Invoice
Preview
Invoice for "iPod Billboards"
Style:
Simple Invoice 2
insightdesign
Insight Design
1 King Street West
Toronto, Ontario
M1M 1M1 Canada
1 416 555-5555
Apple
1 Infinite Loop
Cupertino California 95014
USA
INVOICE
Issue Date
Jun 02, 2005
$ 10,221.71
Due By
Jul 02, 2005
Your P.O.
Project: iPod Billboards
Project Code: Apple-100
Qty
Description
Price
Subtotal
42:33 Billboard Design $ 60.00 $ 2,553.00
Printing $ 2,000.00 $ 2,000.00
Media $ 5,000.00 $ 5,000.00
Open PDF in Preview
Cancel
Create

Aqua Works



The Pen is Mightier than the Mouse

Keep Learning Minimal

- Extra UI means extra learning
- Progressive disclosure makes it easy for users to get started
- Context-sensitive help and labels reveal new or unique UI elements

Add clients from Address Book. Create projects with due dates, project details, linked files, and notes. Create detailed line items for estimates. Generate, save, email, and print professional PDF estimates. Manage billable tasks, expenses, and mileage. Apply taxes, markup, and discounts on a per-slip basis. Generate, save, email, and print professional PDF invoices. Start and stop timers from any application. Record and apply payments and retainers. Define custom payment methods. Run reports showing total expenses, billings, outstanding invoices.

Estimates, time tracking, and invoicing for the Mac-based professional.

Keep Learning Minimal

Keep It Simple

- Focus on your users
- Focus on a solution to your users' needs
- Focus on a clean, well-planned Aqua UI

Marketcircle

http://developer.apple.com/wwdc2005/

Agenda

- ✓ Define Your Product
- Determine Its Features
- Design Its User Interface

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1. ✓ Define Your Product
2. Determine Its Features
3. Design Its User Interface

Agenda

Define Your Product

2

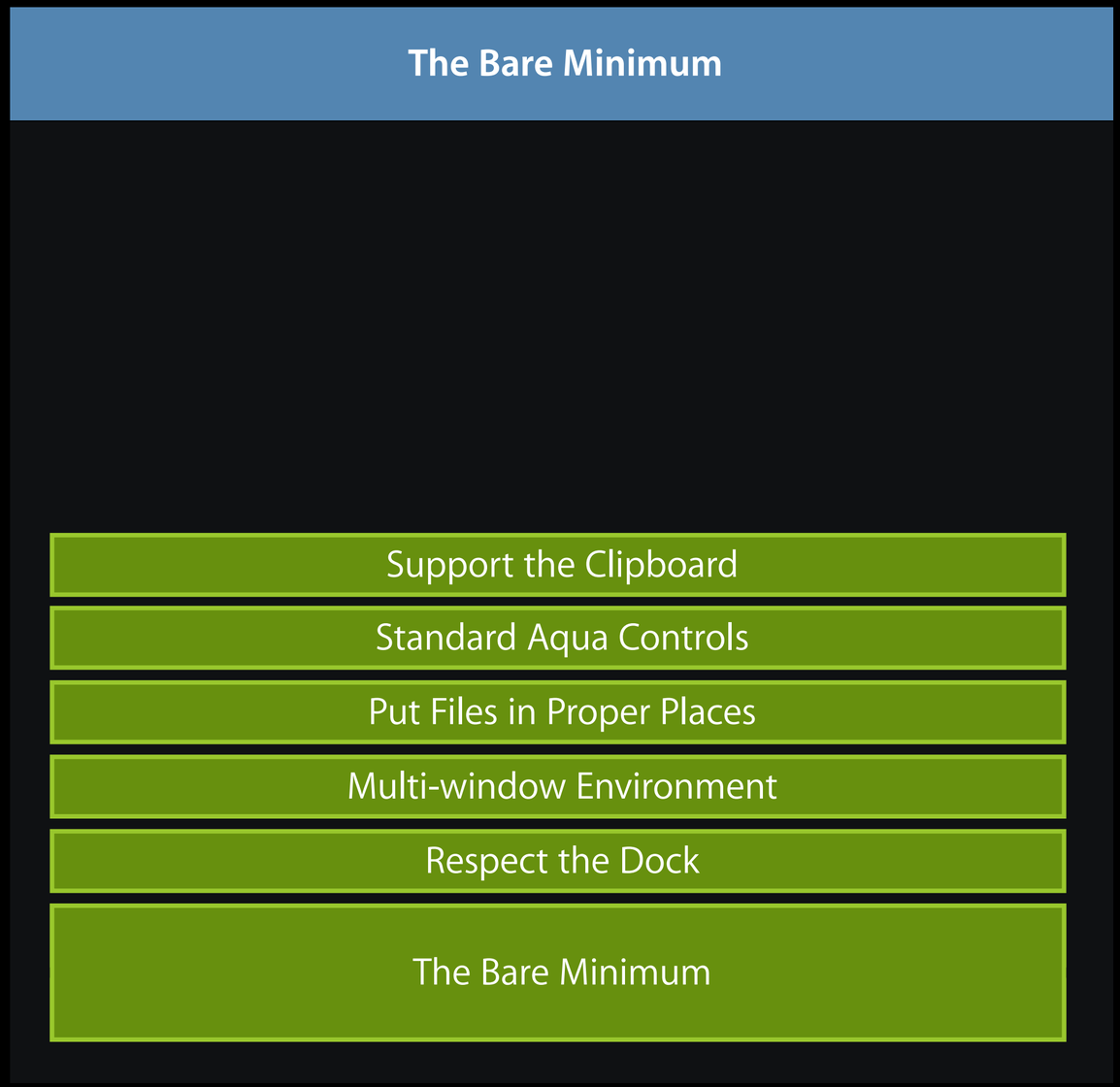
Determine Its Features

Choose technologies and prioritize development

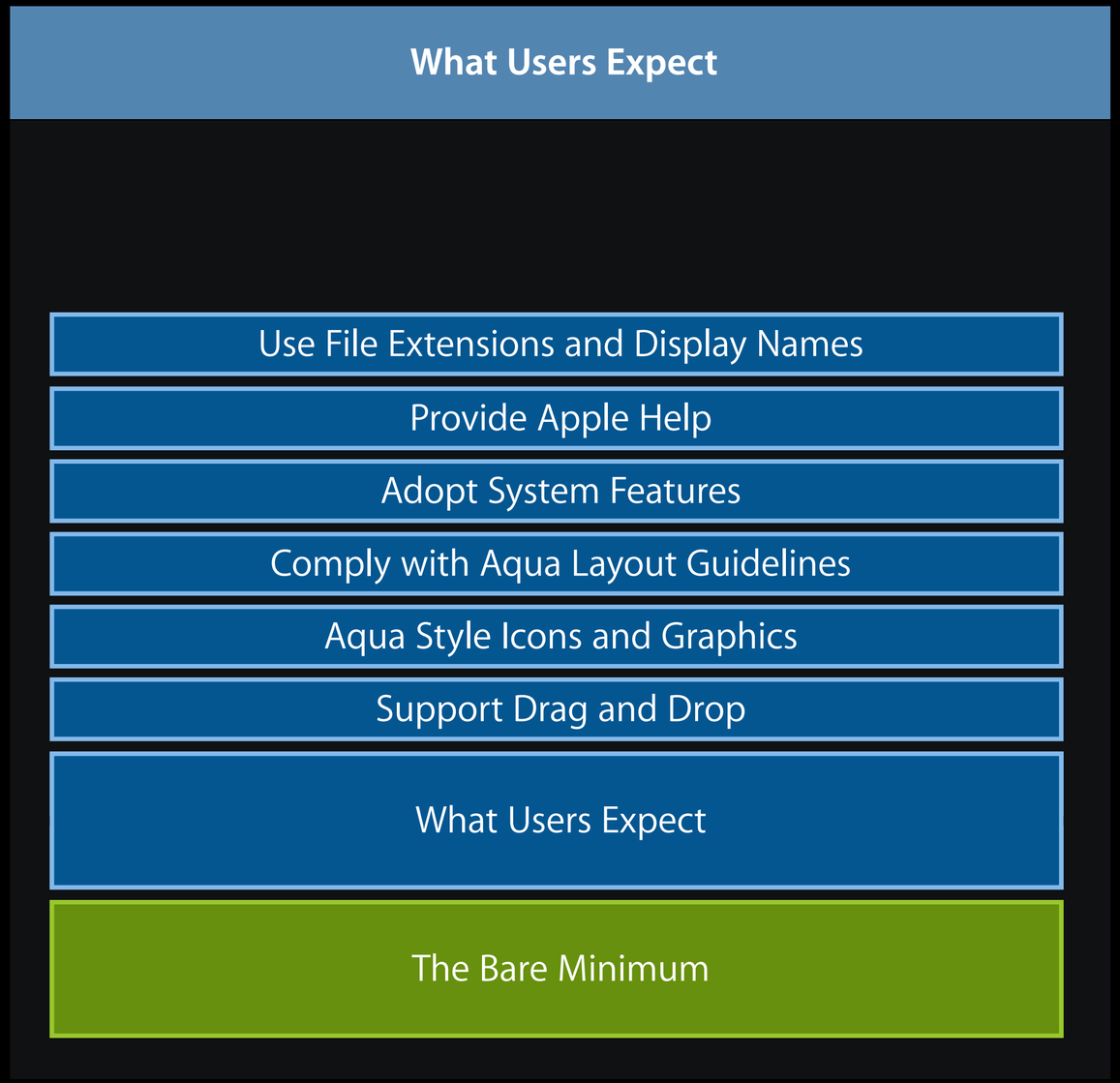
3

Design Its User Interface

Prioritizing Aqua



Prioritizing Aqua



Prioritizing Aqua

Agenda

1. ✓ Define Your Product
2. ✓ Determine Its Features
3. Design Its User Interface

Agenda

1. ✓ Define Your Product
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3. Design Its User Interface

Agenda

✓ Define Your Product

✓ Determine Its Features

3 **Design Its User Interface**
Apply good design techniques

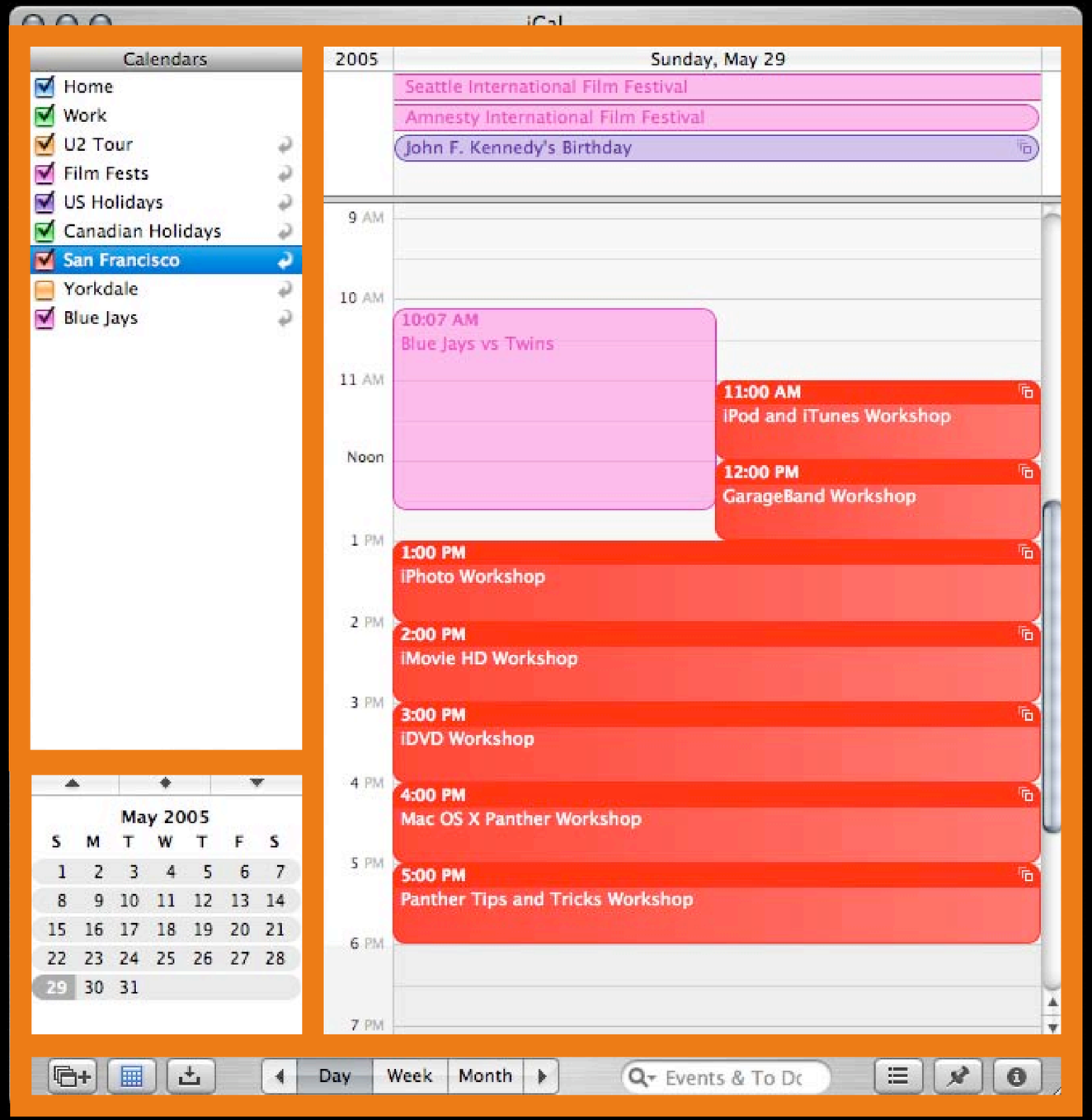
Mirror Your Users' Mental Model

Reflect the real-world

Design With Your User In Mind

- Determine the mental/conceptual model your users have:
  - Concepts
  - Workflow
  - Objects and object hierarchy
  - Expectations
  - Real world experiences
- Reflect these in your:
  - Terminology and labeling
  - Menu organization and hierarchy
  - Structure, organization, and titling of windows
  - Toolbar contents and labels

iTunes
Search
Browse
Source
Library
Radio
Music Store
Purchased Music
Recently Played
Top 25 Most Played
Christmas 2002 CD
Favourites
Jer and Jenn Wedding
LCC
Song Name
Time
Artist
Album
Salvation 5:00 Chris Tomlin David Cro... Passion - One Day Live
One Pure & Holy Passion 3:31 Chris Tomlin David Cro... Passion - One Day Live
Kindness/Give Us Clean Hands 6:07 Chris Tomlin David Cro... Passion - One Day Live
Breathe 4:20 Chris Tomlin David Cro... Passion - One Day Live
America 8:42 Chris Tomlin David Cro... Passion - One Day Live
Here I Am To Worship 4:51 Chris Tomlin David Cro... Passion - Our Love Is Lo
Enough 4:58 Chris Tomlin David Cro... Passion - Our Love Is Lo
Famous One 5:09 Chris Tomlin David Cro... Passion - Our Love Is Lo
Prepare The Way 5:19 Chris Tomlin David Cro... Passion - Our Love Is Lo
Sweep Me Away 5:45 Chris Tomlin David Cro... Passion - Our Love Is Lo
Madly 4:12 Chris Tomlin David Cro... Passion - Our Love Is Lo
Psalm 126 (You Have Done Grea... 5:35 Chris Tomlin David Cro... Passion - Our Love Is Lo
Wonderful King 5:28 Chris Tomlin David Cro... Passion - Our Love Is Lo
1185 songs, 3.3 days, 6.28 GB
Playback
Collections
Songs
Search


iCal
Calendars
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Work
U2 Tour
Film Fests
US Holidays
Canadian Holidays
San Francisco
Yorkdale
Blue Jays
May 2005
S M T W T F S
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2005
Sunday, May 29
Seattle International Film Festival
Amnesty International Film Festival
John F. Kennedy's Birthday
9 AM
10 AM
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Blue Jays vs Twins
11 AM
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iPod and iTunes Workshop
Noon
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GarageBand Workshop
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iPhoto Workshop
2 PM
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iMovie HD Workshop
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Mac OS X Panther Workshop
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Panther Tips and Tricks Workshop
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Month
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Connoisseur

New Recipe | Edit Recipe | Delete Recipe | Display Recipe | Cooking View | Add To Shopping List | Shopping List | Share | Print

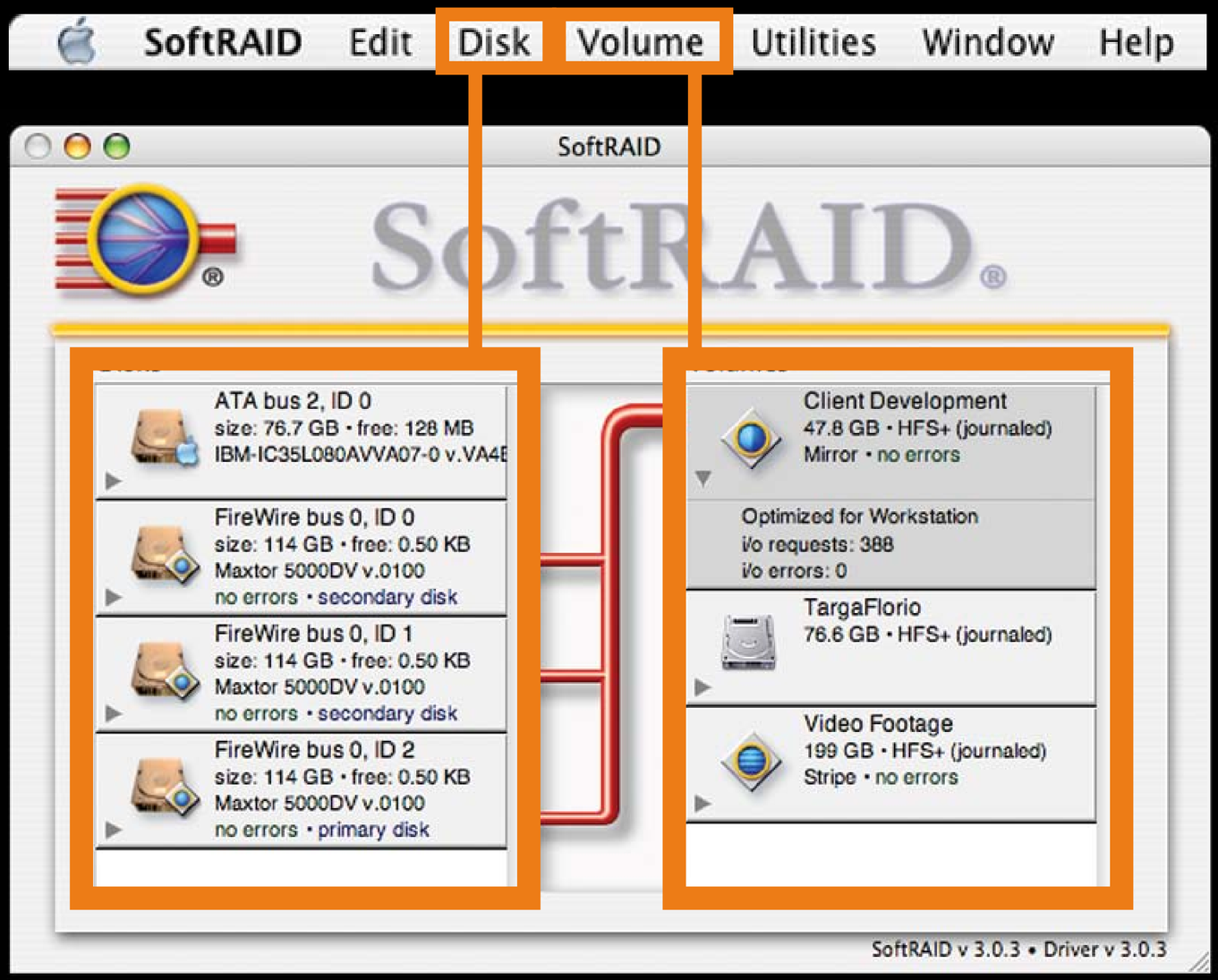
Source

- Recipe Catalogue
- Online Catalogue
- Downloaded recipes
- My Top Rated
- Quick recipes
- Recently added recipes
- Recipes with chocolate

Cuisine	Course	Ingredient
All (20 Cuisines)	All (6 Courses)	All (224 Ingredients)
Apples	Afternoon Tea	7-up
Beverages	Breakfast	9" Graham-cracker crust
Biscuits	Dessert	9" piecrust
Breads	Dinner	Allspice
Cakes	N/A	Almond extract
Confectionery	Snack	Almonds
Cookies		Amaretto

Recipe Name	Cuisine	Course	Description	F...
1-2-3-4 Cake with Caramel	Cakes	Afternoon Tea	An easy to make cake with caramel	
15 Minute Brownies	Cakes	Afternoon Tea	Quick brownie recipe	
15 Minute Creamy Fettuccini A...	Pasta	Dinner	Quick fettucine recipe	
2-Minute Fudge	Cakes	Afternoon Tea	Quick and easy fudge	
3-Step Cheesecake	Cakes	N/A	An easy cheesecake with variations	
60-Second Chocolate Mousse	Desserts	Dessert	Quick chocolate mousse	
7-Up Apple Dumplings	Apples	Afternoon Tea	Unique Apple dumplings with 7-Up	
7-Up Lemon Cheesecake with...	Cakes	Dessert	Lemon cheesecake with strawberry	
75-Minute Pizza Dough	Pizza	Dinner	Sometimes you don't have the time	
8 in One Sugar Cookie	Cookies	Snack	A quick recipe for cookies.	
Abby's Famous Penuche Fudge	Fudge	Dessert	Yummy fudge recipe	
Absolutely Deep Dark Chocola...	Biscuits	N/A	4-step recipe to make chocolate	
Absolutely Delicious Cheesecake	Cakes	Dessert	Simple cheesecake recipe	
Absolutely Delicious Fruit Salad	Salads	N/A	Easy fruit salad	
Advocaat (Dutch Eggnog)	Beverages	N/A	This delicious Dutch drink is	
Aegean Salad	Salads	N/A	This is a recipe I found on Mimi's	
Aegean Shrimp Salad	Salads	N/A	Shrimp salad	
African Spiced Shrimp with Ta...	Seafood	N/A	Interesting chutney recipe with	
Ahmad Rashad's Banana Panc...	Cakes	Breakfast	According to nbc sportscaster	

49 Recipes


SoftRAID
Edit
Disk
Volume
Utilities
Window
Help
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SoftRAID.
ATA bus 2, ID 0
size: 76.7 GB • free: 128 MB
IBM-IC35L080AVVA07-0 v.VA4E
FireWire bus 0, ID 0
size: 114 GB • free: 0.50 KB
Maxtor 5000DV v.0100
no errors • secondary disk
FireWire bus 0, ID 1
size: 114 GB • free: 0.50 KB
Maxtor 5000DV v.0100
no errors • secondary disk
FireWire bus 0, ID 2
size: 114 GB • free: 0.50 KB
Maxtor 5000DV v.0100
no errors • primary disk
Client Development
47.8 GB • HFS+ (journaled)
Mirror • no errors
Optimized for Workstation
i/o requests: 388
i/o errors: 0
TargaFlorio
76.6 GB • HFS+ (journaled)
Video Footage
199 GB • HFS+ (journaled)
Stripe • no errors
SoftRAID v 3.0.3 • Driver v 3.0.3

Window Design Tips

- Keep things simple and clean
- Don’t overload the user with too much
- Does it make sense for something to be onscreen?
  - Is it critical functionality?
  - Is it frequently used?
    - i.e. Each time the application is opened?
    - i.e. Each time a project is opened?
    - i.e Each time a selection is made?

Window Design Tips

- Always ask “What’s important NOW?”
  - Put those controls in main interface
    - Main interface is the most valuable real-estate
      - Don’t overload
      - Keep it fresh
- Is something of secondary importance?
  - Use drawers and panels

Delicious Library

Mike Matas
President, Delicious Monster Software

http://developer.apple.com/wwdc2005/

Delicious Library

Collections

- Books 57
- Movies 177
- Music 87
- Games 19
- Recent Imports
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Kill Bill, Volume 1 Late!

Quentin Tarantino

publisher / label	Miramax
release date	Tuesday, January 25, 2005
stars	Uma Thurman Lucy Liu Daryl Hannah David Carradine Michael Madsen
theatrical debut	Friday, October 10, 2003
genres	Thrillers DTS Quentin Tarantino
MPAA rating	R
format	DVD
features	Color 2.35:1 DTS
running time	1 hour 51 minutes
retail price	$19.99
current value	$8.98
amazon® users	★★★★☆
u.p.c.	786936226997
amazon® #	B00005JMEW

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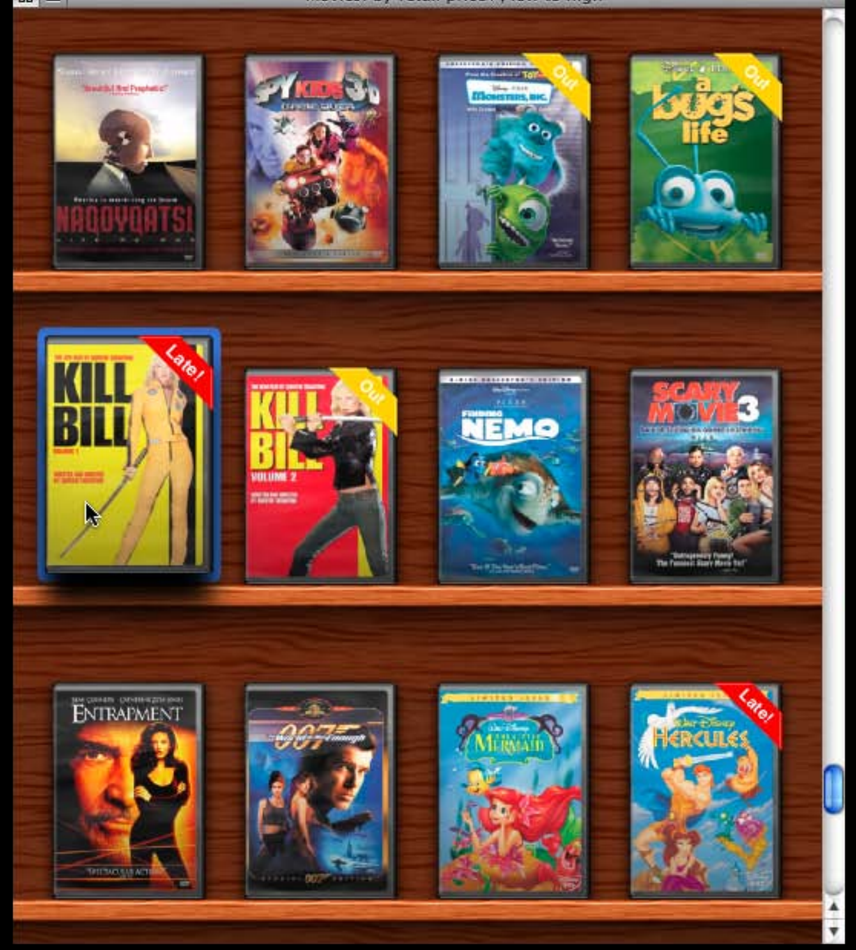

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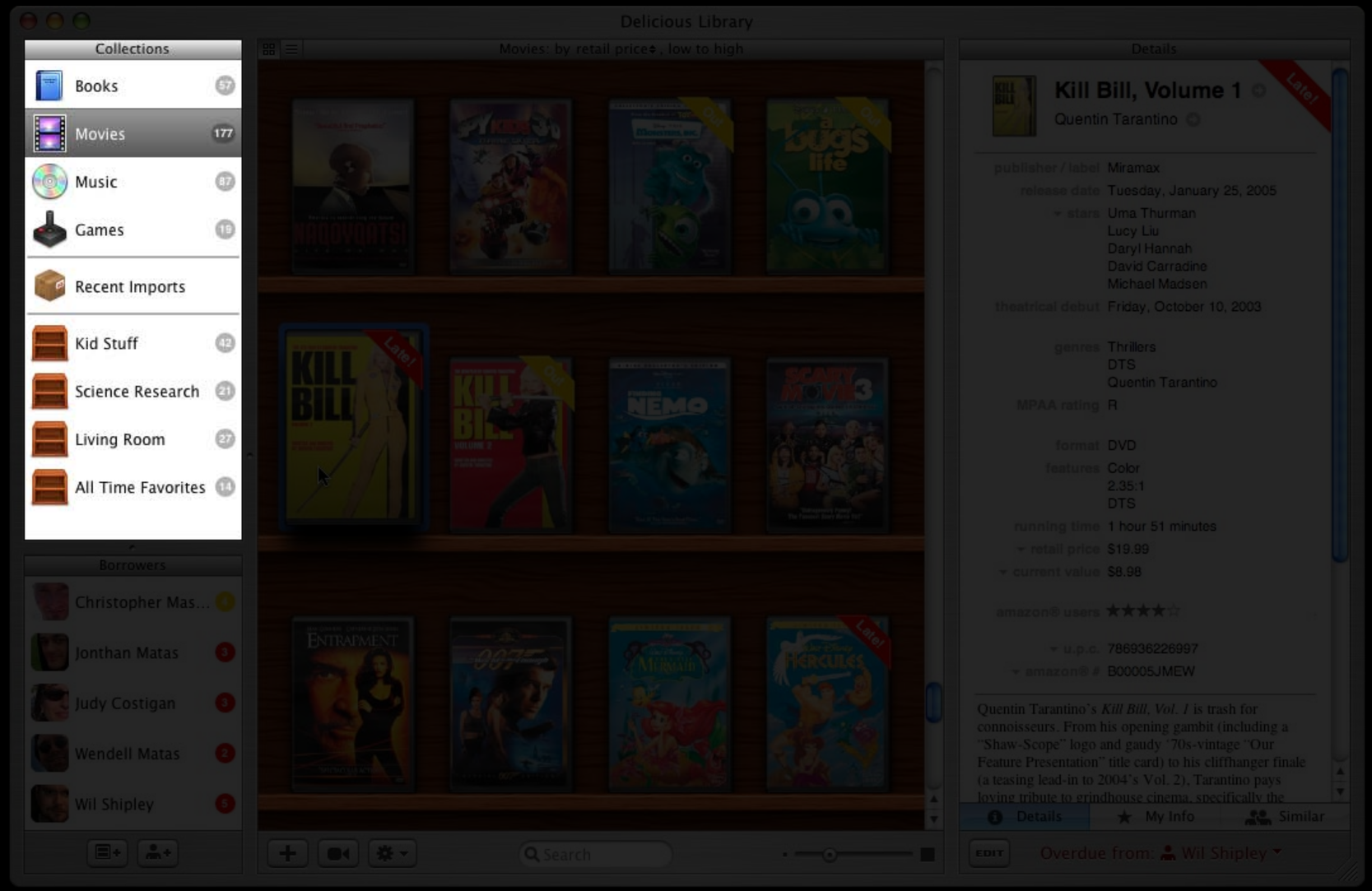
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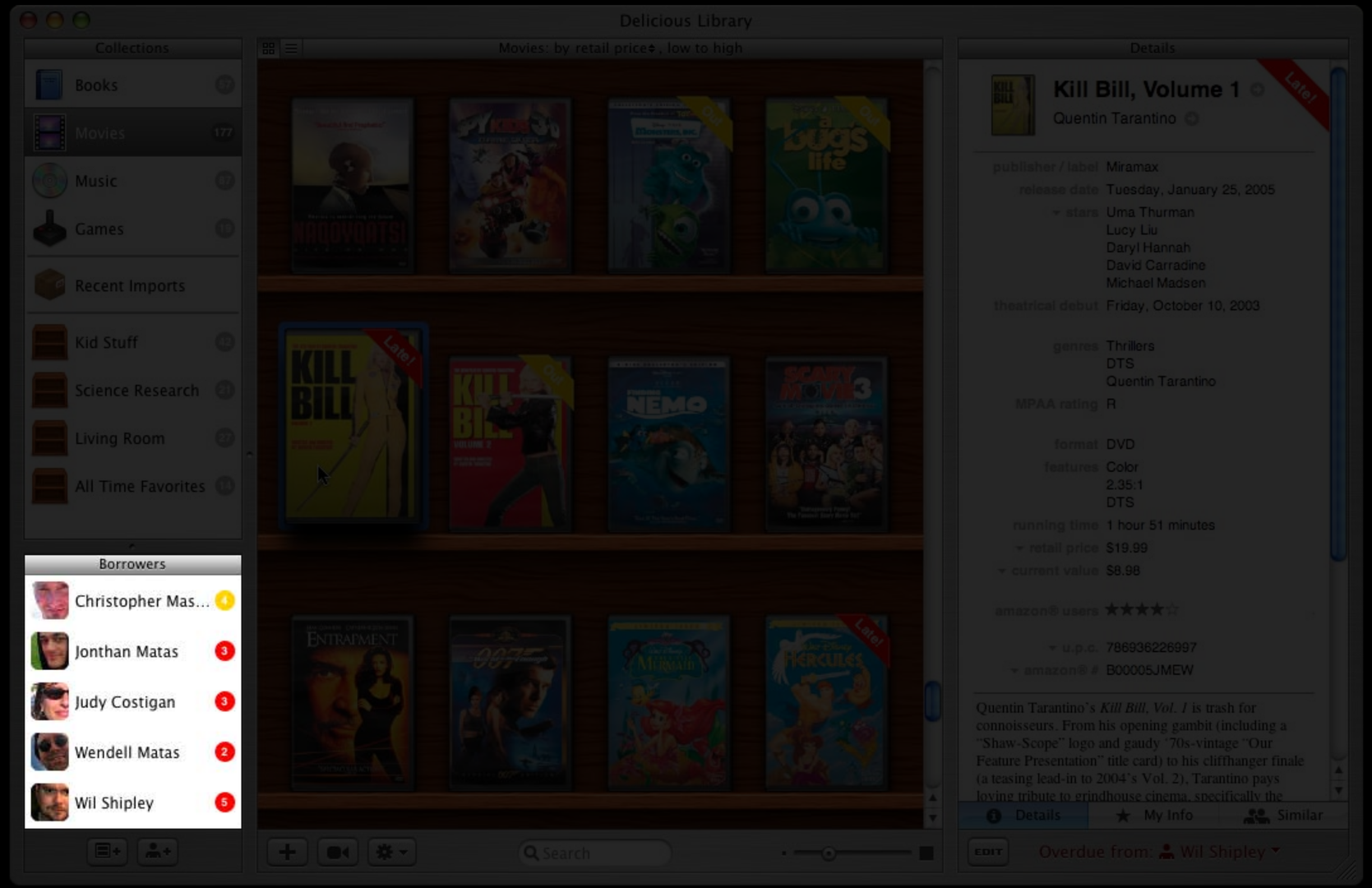
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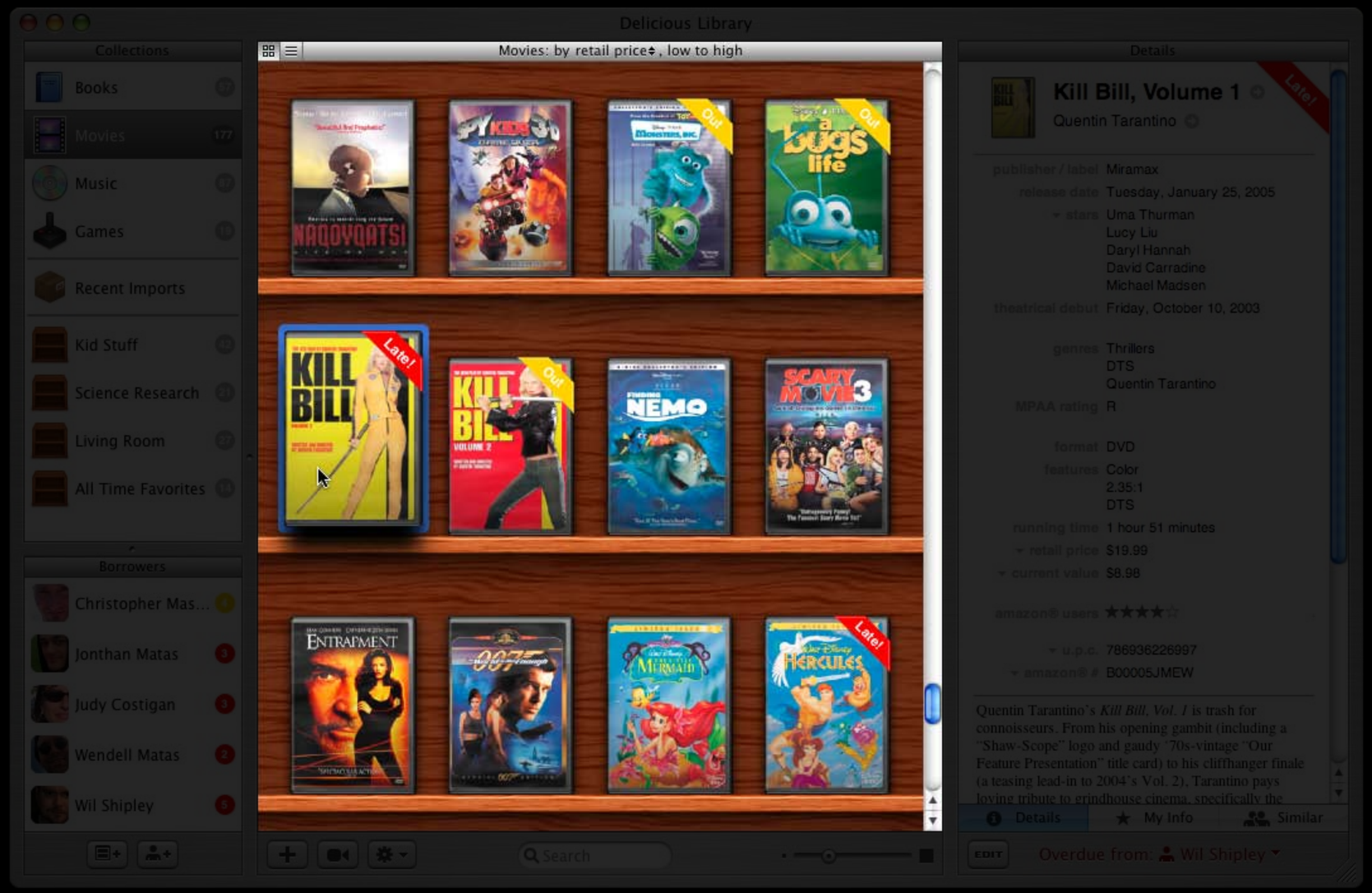
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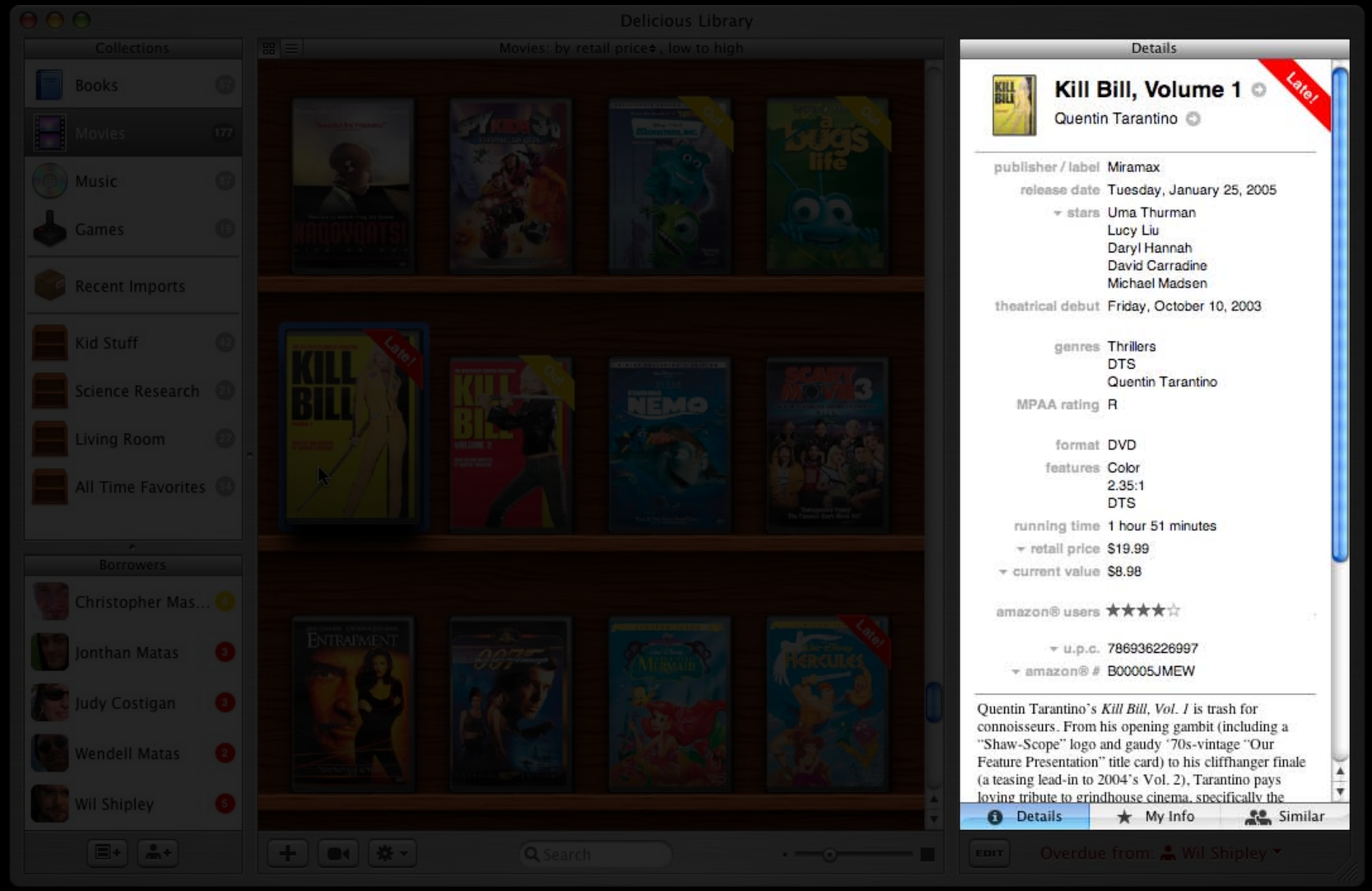
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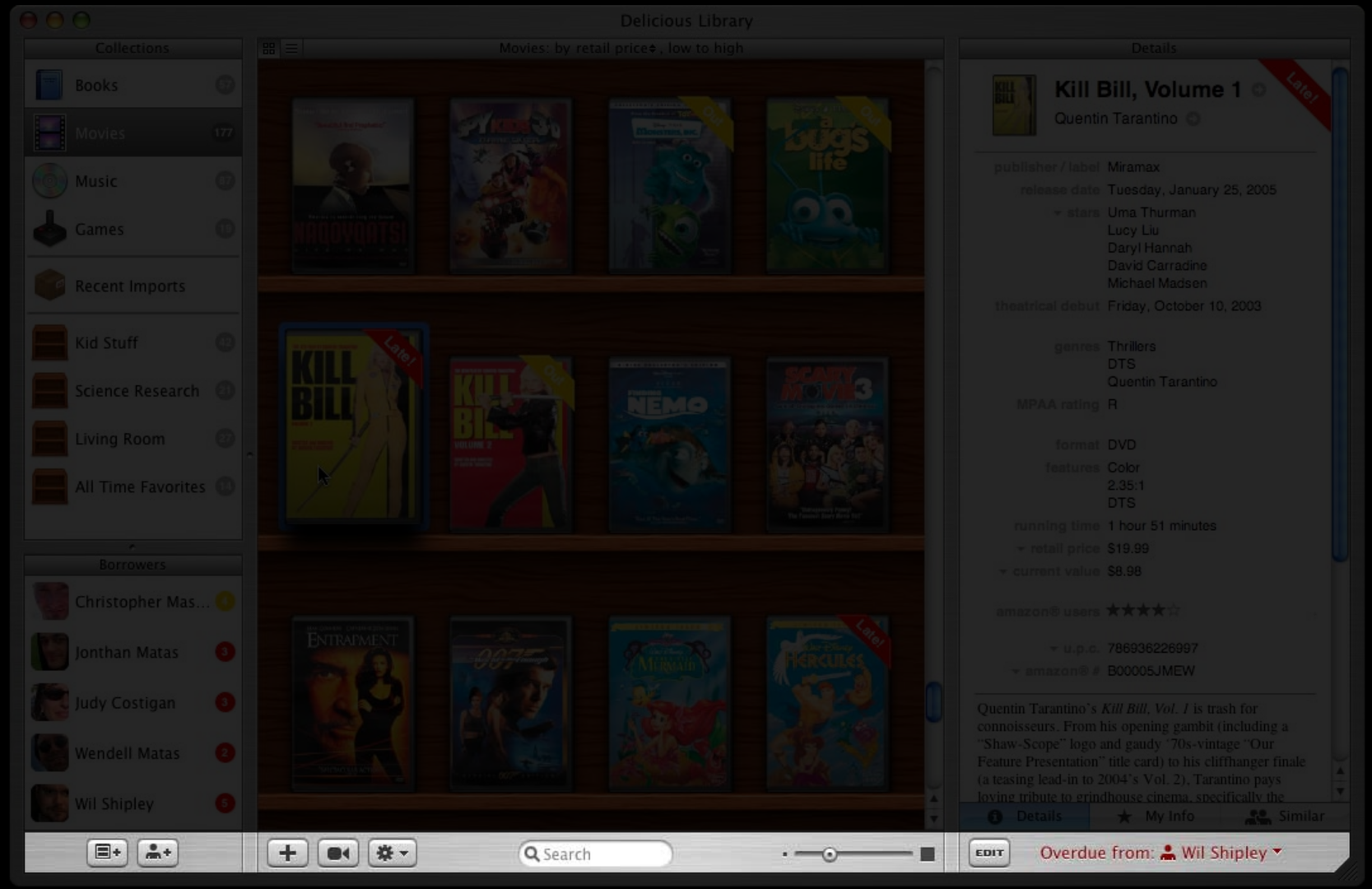
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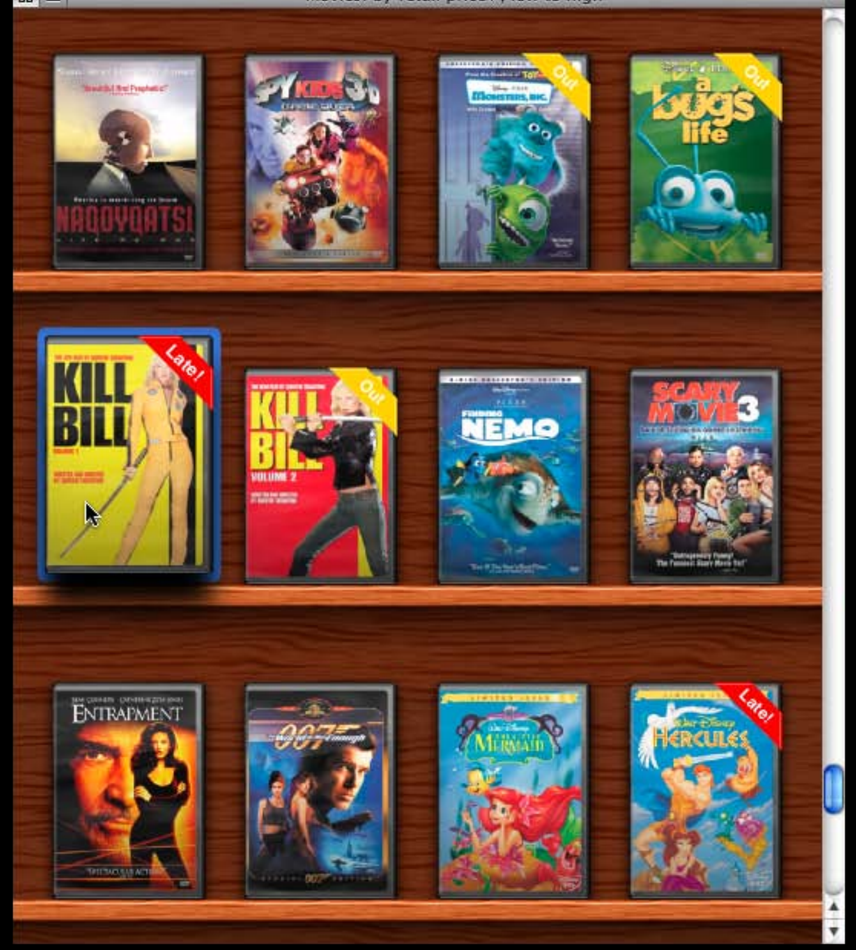

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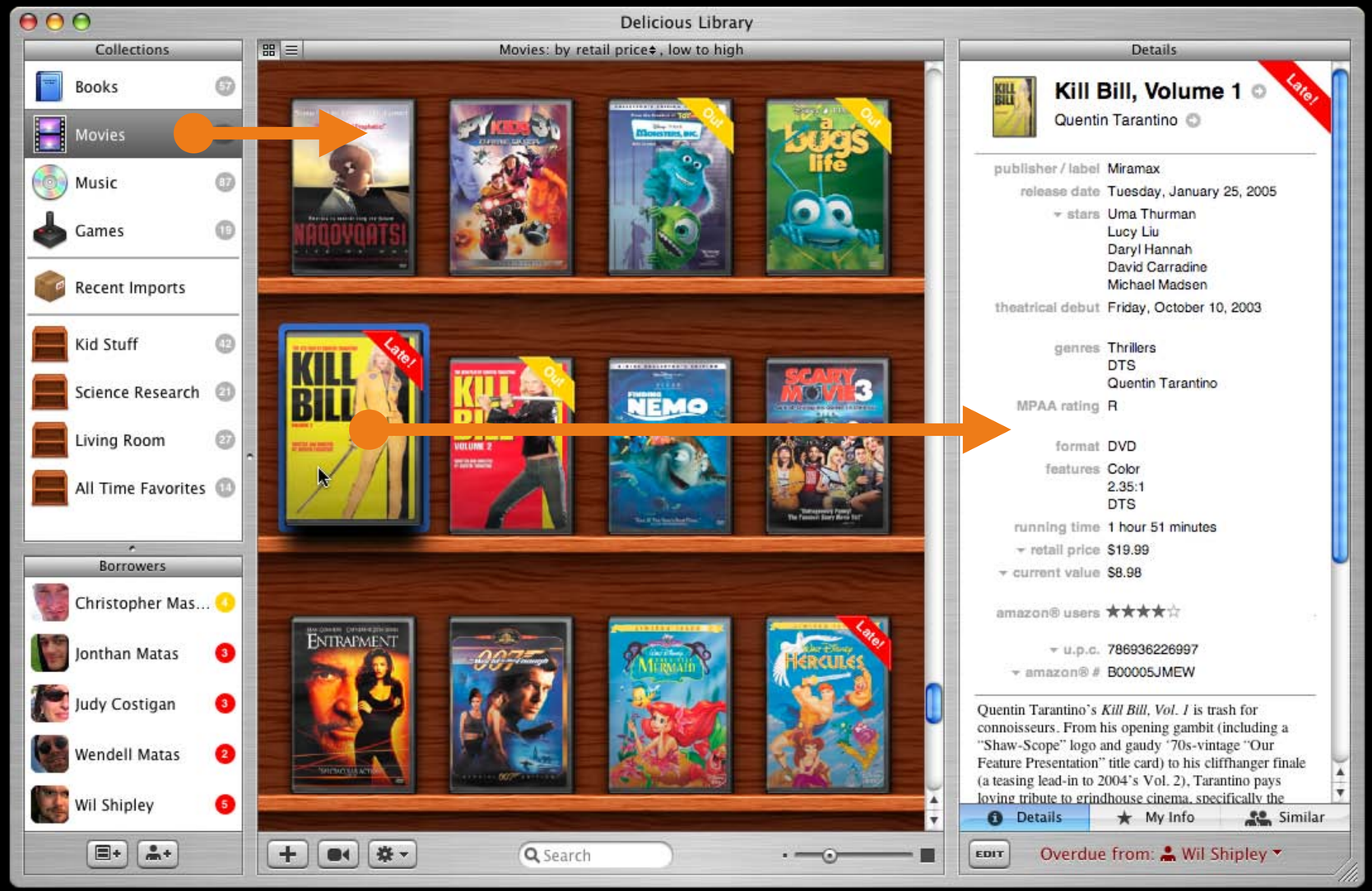
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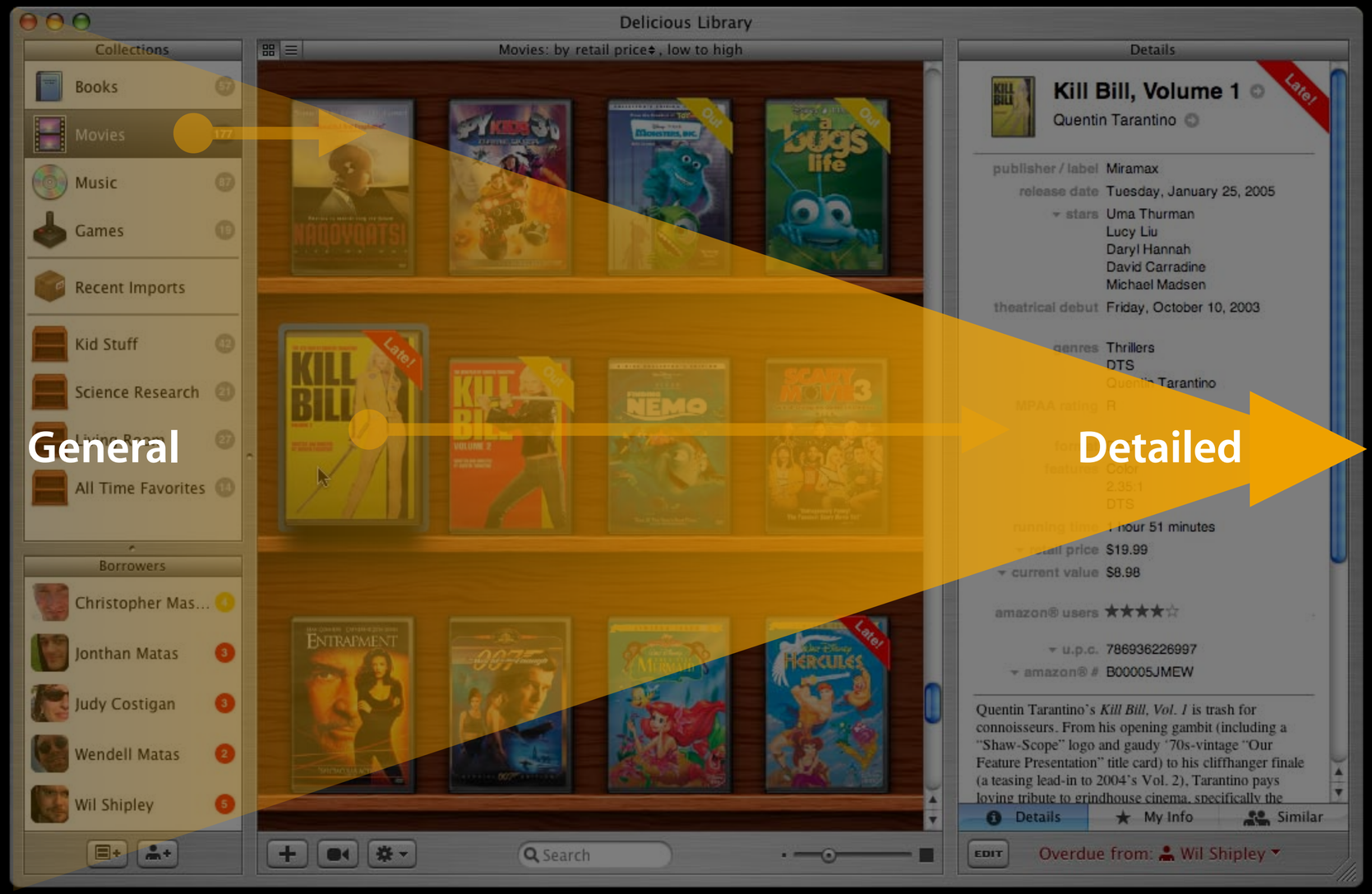
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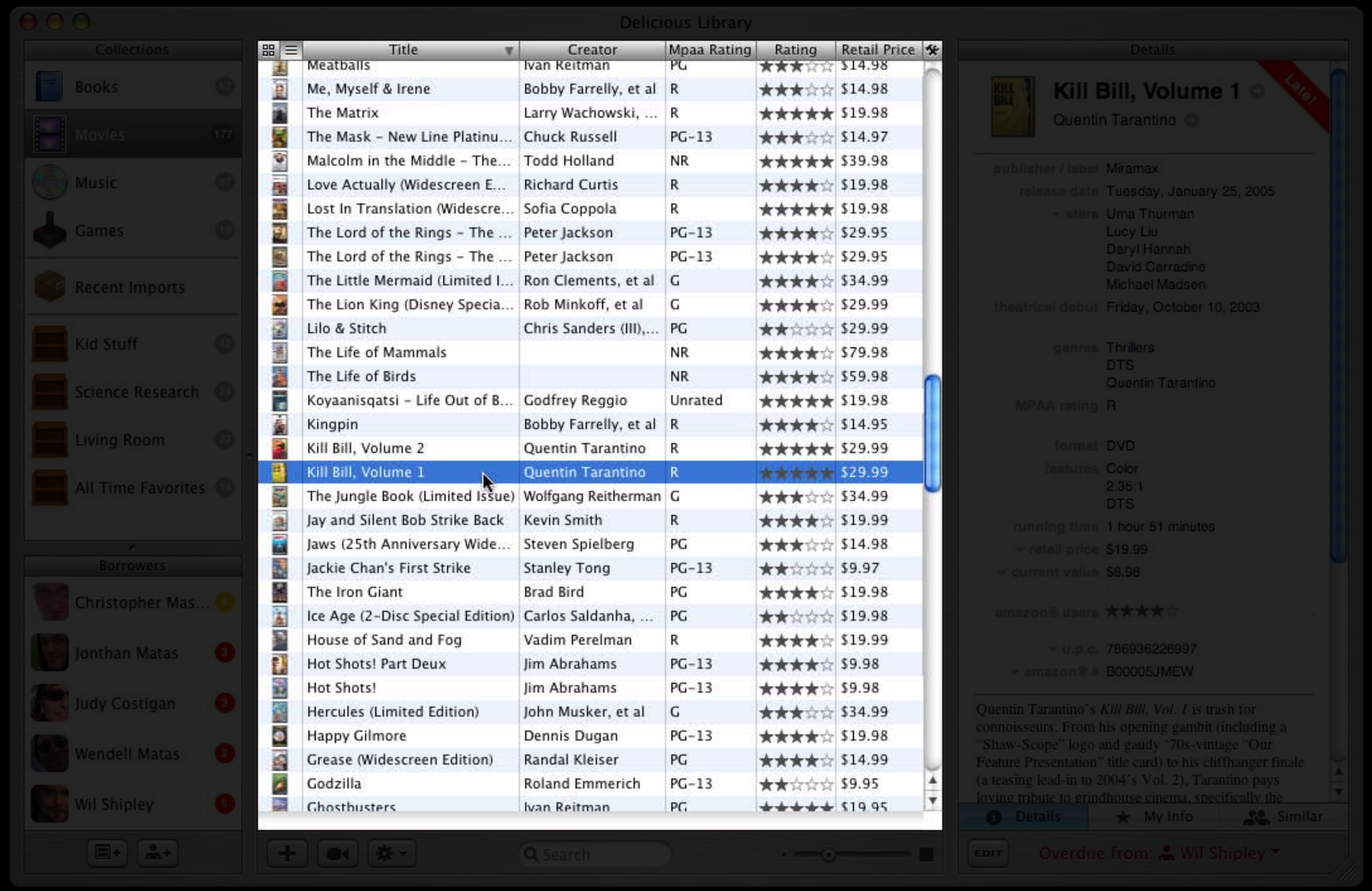
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Me, Myself & Irene	Bobby Farrelly, et al	R	★★★☆☆	$14.98
The Matrix	Larry Wachowski, ...	R	★★★★★	$19.98
The Mask - New Line Platinu...	Chuck Russell	PG-13	★★★☆☆	$14.97
Malcolm in the Middle - The...	Todd Holland	NR	★★★★★	$39.98
Love Actually (Widescreen E...	Richard Curtis	R	★★★★☆	$19.98
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The Jungle Book (Limited Issue)	Wolfgang Reitherman	G	★★★☆☆	$34.99
Jay and Silent Bob Strike Back	Kevin Smith	R	★★★★☆	$19.99
Jaws (25th Anniversary Wide...	Steven Spielberg	PG	★★★☆☆	$14.98
Jackie Chan's First Strike	Stanley Tong	PG-13	★★☆☆☆	$9.97
The Iron Giant	Brad Bird	PG	★★★★☆	$19.98
Ice Age (2-Disc Special Edition)	Carlos Saldanha, ...	PG	★★☆☆☆	$19.98
House of Sand and Fog	Vadim Perelman	R	★★★★☆	$19.99
Hot Shots! Part Deux	Jim Abrahams	PG-13	★★★★☆	$9.98
Hot Shots!	Jim Abrahams	PG-13	★★★★☆	$9.98
Hercules (Limited Edition)	John Musker, et al	G	★★★☆☆	$34.99
Happy Gilmore	Dennis Dugan	PG-13	★★★★☆	$19.98
Grease (Widescreen Edition)	Randal Kleiser	PG	★★★★☆	$14.99
Godzilla	Roland Emmerich	PG-13	★★☆☆☆	$9.95
Ghostbusters	Ivan Reitman	PG	★★★★★	$19.95

Search

Details

Kill Bill, Volume 1

Late!

Quentin Tarantino

publisher / label	Miramax
release date	Tuesday, January 25, 2005
stars	Uma Thurman Lucy Liu Daryl Hannah David Carradine Michael Madsen
theatrical debut	Friday, October 10, 2003
genres	Thrillers DTS Quentin Tarantino
MPAA rating	R
format	DVD
features	Color 2.35:1 DTS
running time	1 hour 51 minutes
retail price	$19.99
current value	$8.98
amazon® users	★★★★☆
u.p.c.	786936226997
amazon® #	B00005JMEW

Quentin Tarantino's *Kill Bill, Vol. 1* is trash for connoisseurs. From his opening gambit (including a "Shaw-Scope" logo and gaudy '70s-vintage "Our Feature Presentation" title card) to his cliffhanger finale (a teasing lead-in to 2004's Vol. 2), Tarantino pays loving tribute to grindhouse cinema, specifically the

Details | My Info | Similar

EDIT

Overdue from: Wil Shipley

Delicious Library

Collections

- Books 57
- Movies 177
- Music 87
- Games 19
- Recent Imports
- Kid Stuff 42
- Science Research 21
- Living Room 27
- All Time Favorites 14

Borrowers

- Christopher Mas... 4
- Jonthan Matas 3
- Judy Costigan 3
- Wendell Matas 2
- Wil Shipley 5

Movies: by retail price, low to high

Search

Details

Kill Bill, Volume 1 Late!

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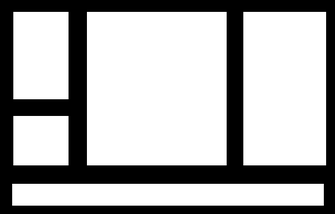
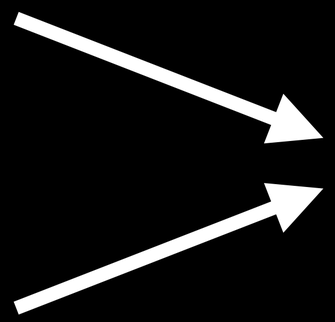
Details | My Info | Similar

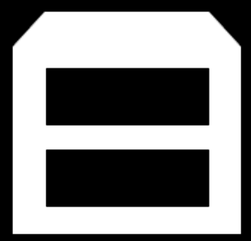
EDIT Overdue from: Wil Shipley



Feature Groups



Predictable Flow



Real World Metaphor

Delicious Library

http://developer.apple.com/wwdc2005/

Apply the Basics

http://developer.apple.com/wwdc2005/

The Checklist

Adopt the clean and readable Aqua look

- ✓ Avoid using solid black. Use 75% black instead
- ✓ Avoid random alignment of interface elements
- ✓ Group related items
- ✓ Provide adequate spacing between objects
- ✓ Use white space effectively
- ✓ Reduce clutter
  - ✓ Eliminate duplication and redundancy
  - ✓ Eliminate extraneous content
- ✓ Ensure close proximity of controls to the data they affect

The Checklist

Label properly

- ✓ Use colons on labels preceding a control
- ✓ Capitalize the first word of labels or strings only
- ✓ Avoid mixing text sizes
- ✓ Begin checkbox, radio button, and pushbutton labels with verbs
- ✓ Use user-centric terminology. Avoid programmer terms

The Checklist

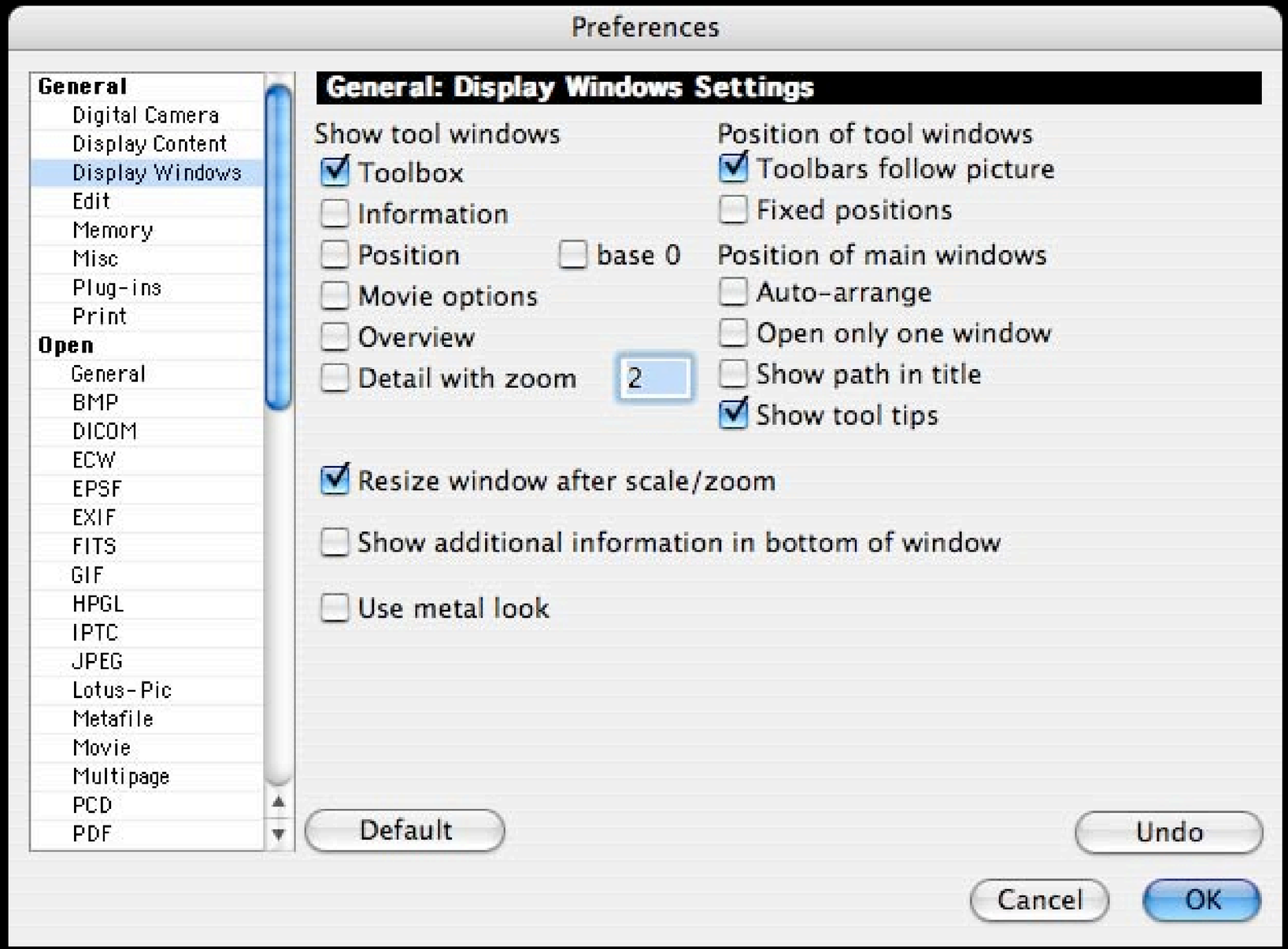
Use standard interface elements correctly

- ✓ Avoid mixing control styles
- ✓ Avoid mixing control sizes
- ✓ Avoid mixing text sizes
- ✓ Avoid over-riding or changing behaviors
- ✓ Leverage the user's experience and familiarity

Applying “The Checklist”

http://developer.apple.com/wwdc2005/

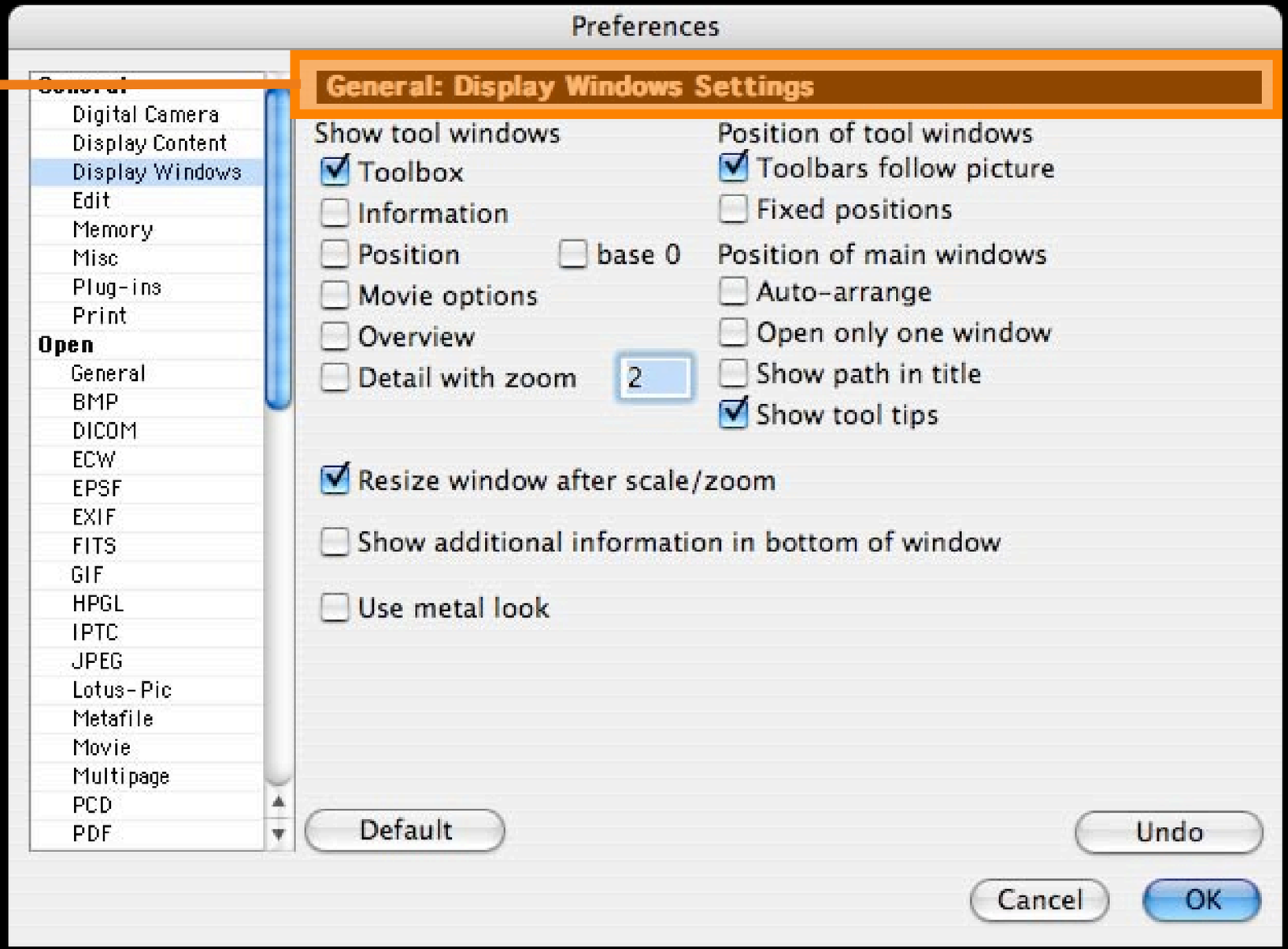
Apply “The Checklist”



Apply “The Checklist”

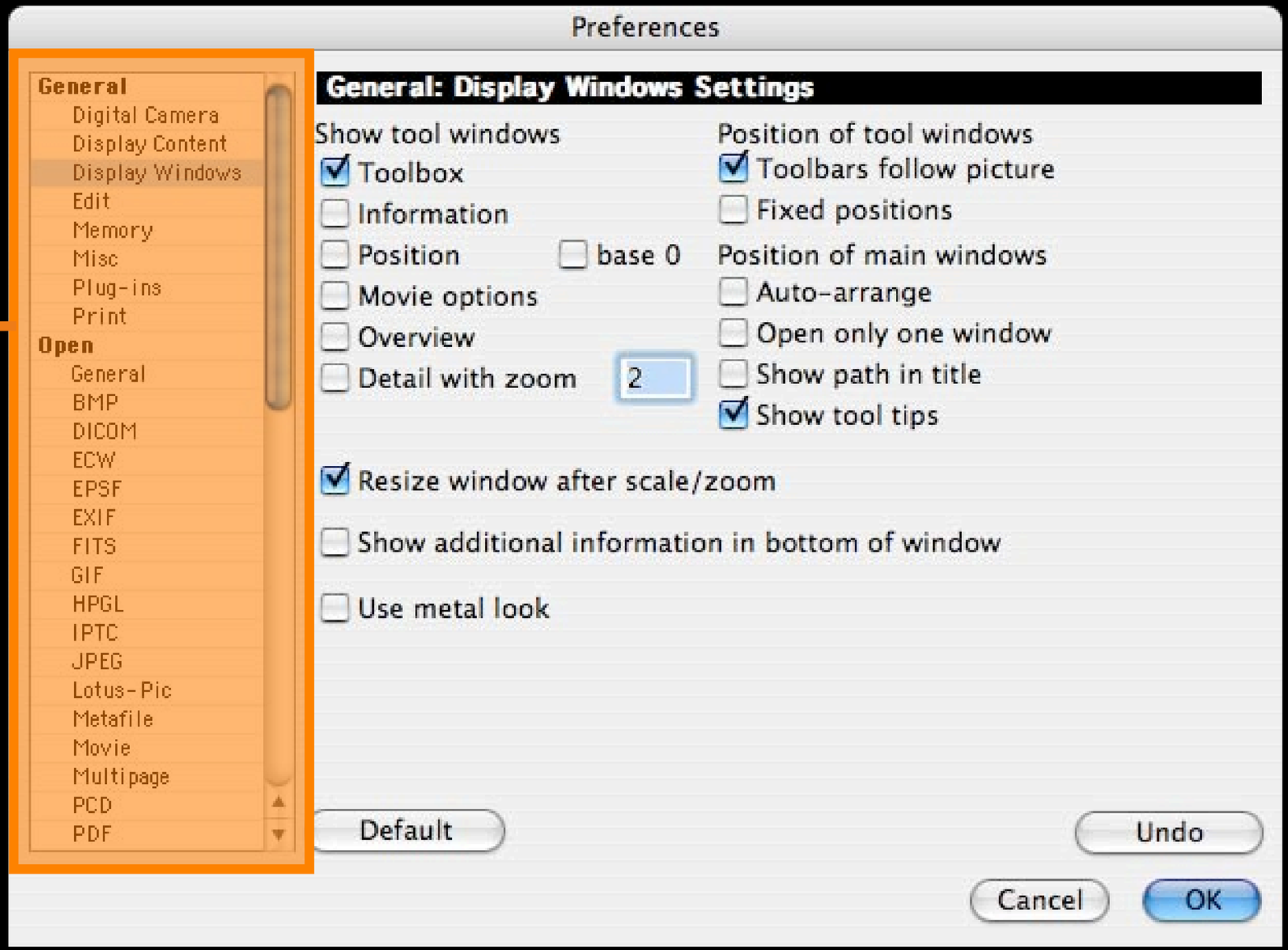
Redundant heading

Unnecessary use of Black

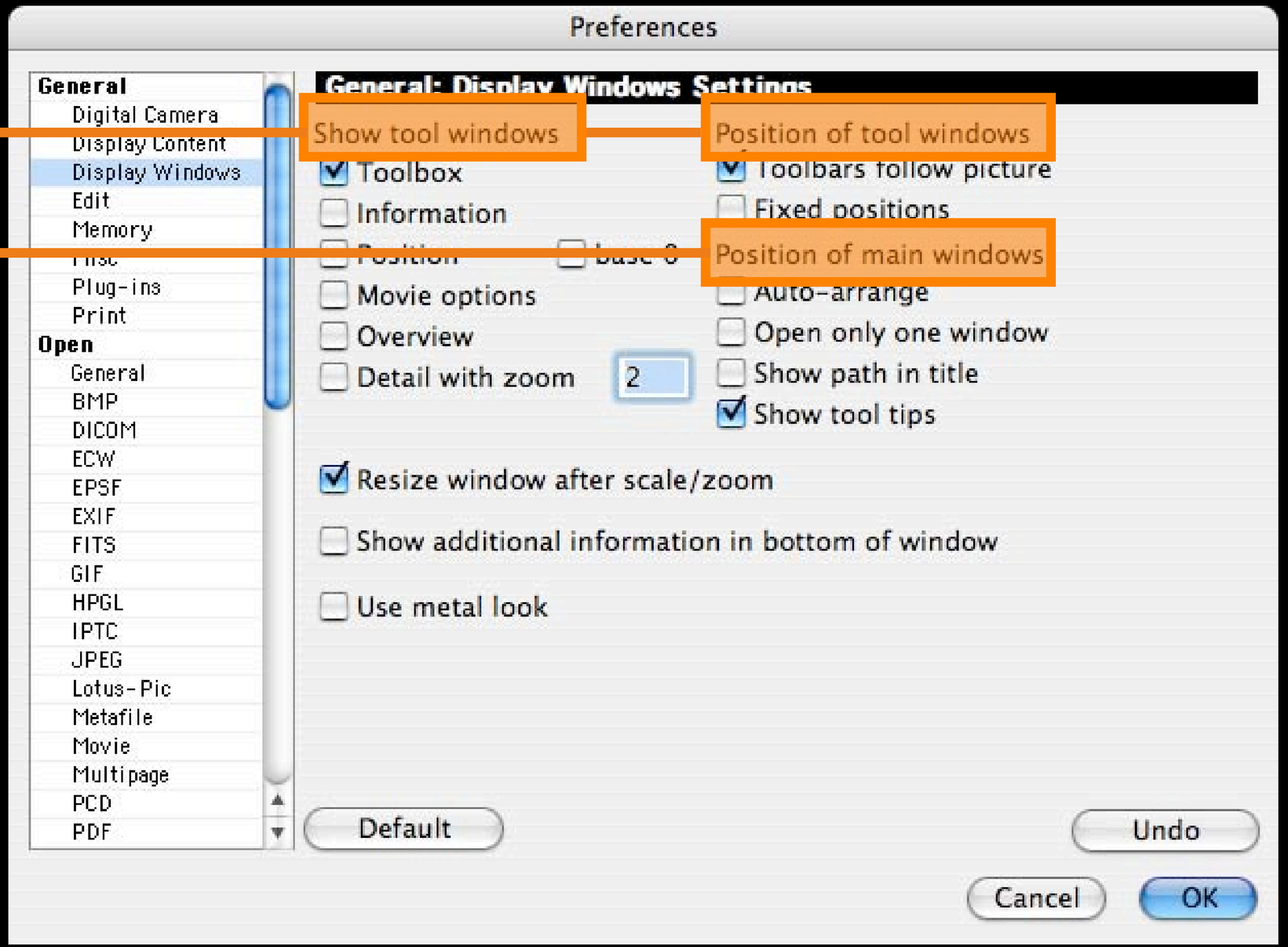


Apply “The Checklist”

Non-system font



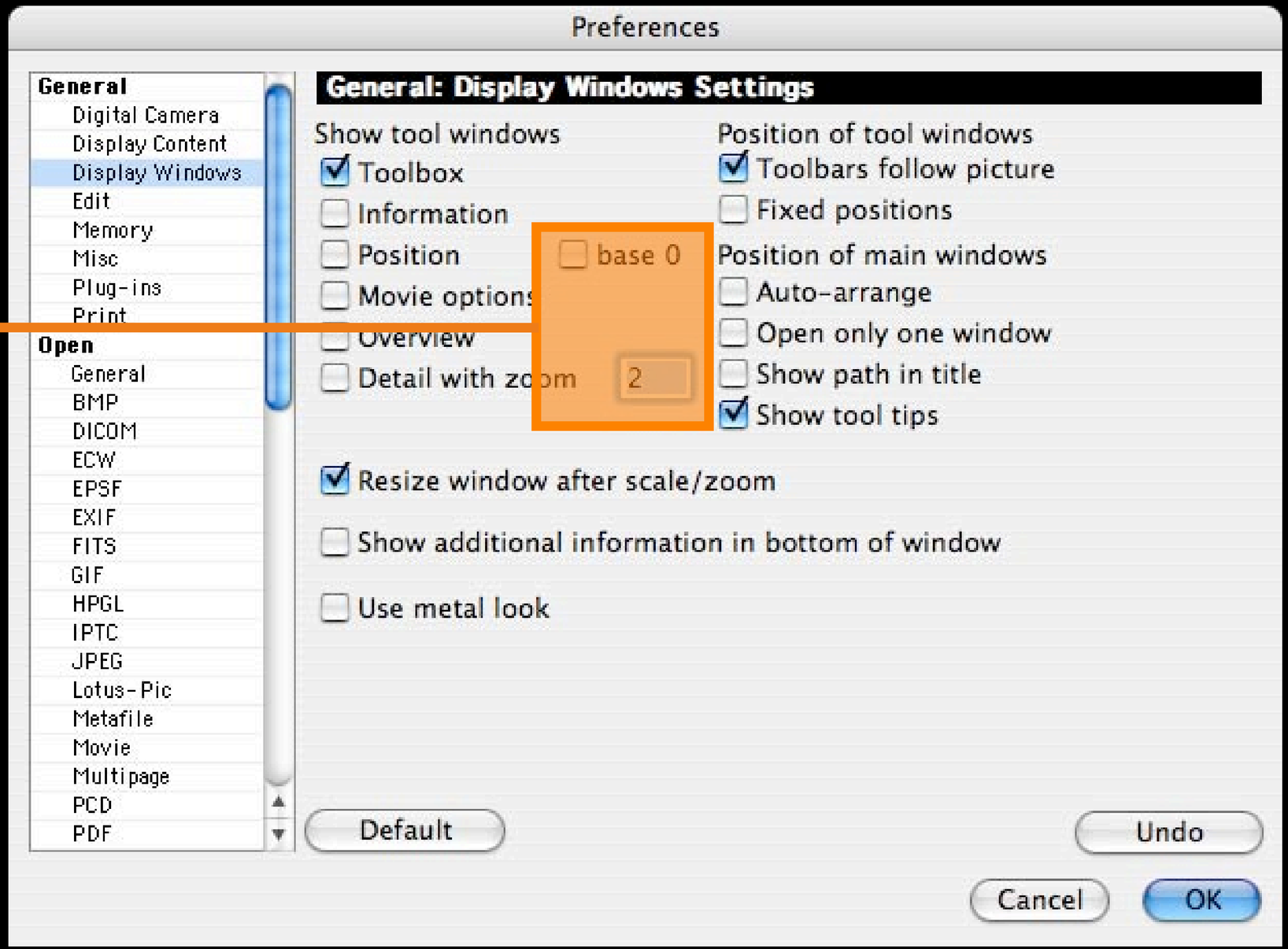
Apply “The Checklist”



Missing colons

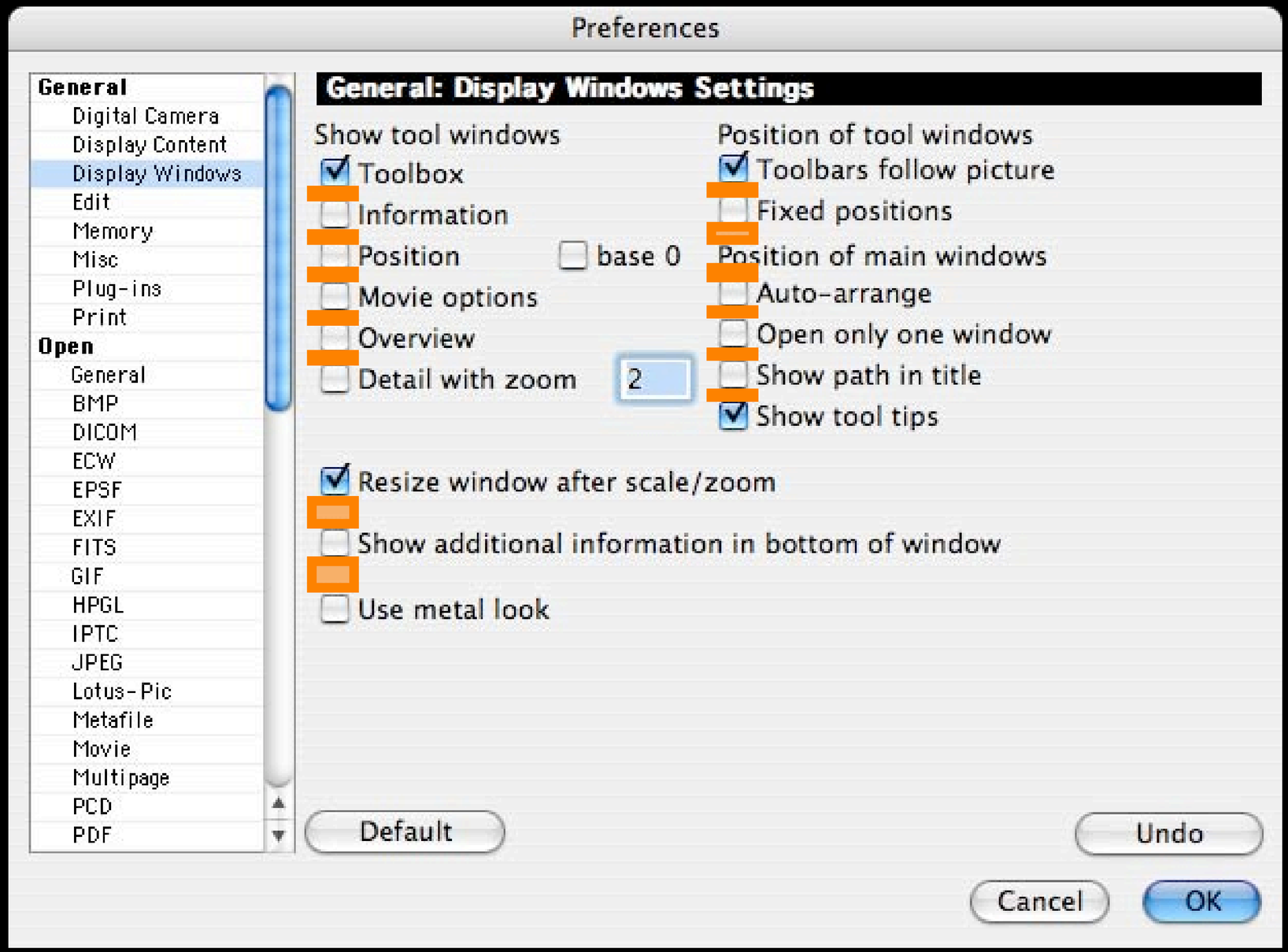
Apply “The Checklist”

Mis-aligned and orphaned items



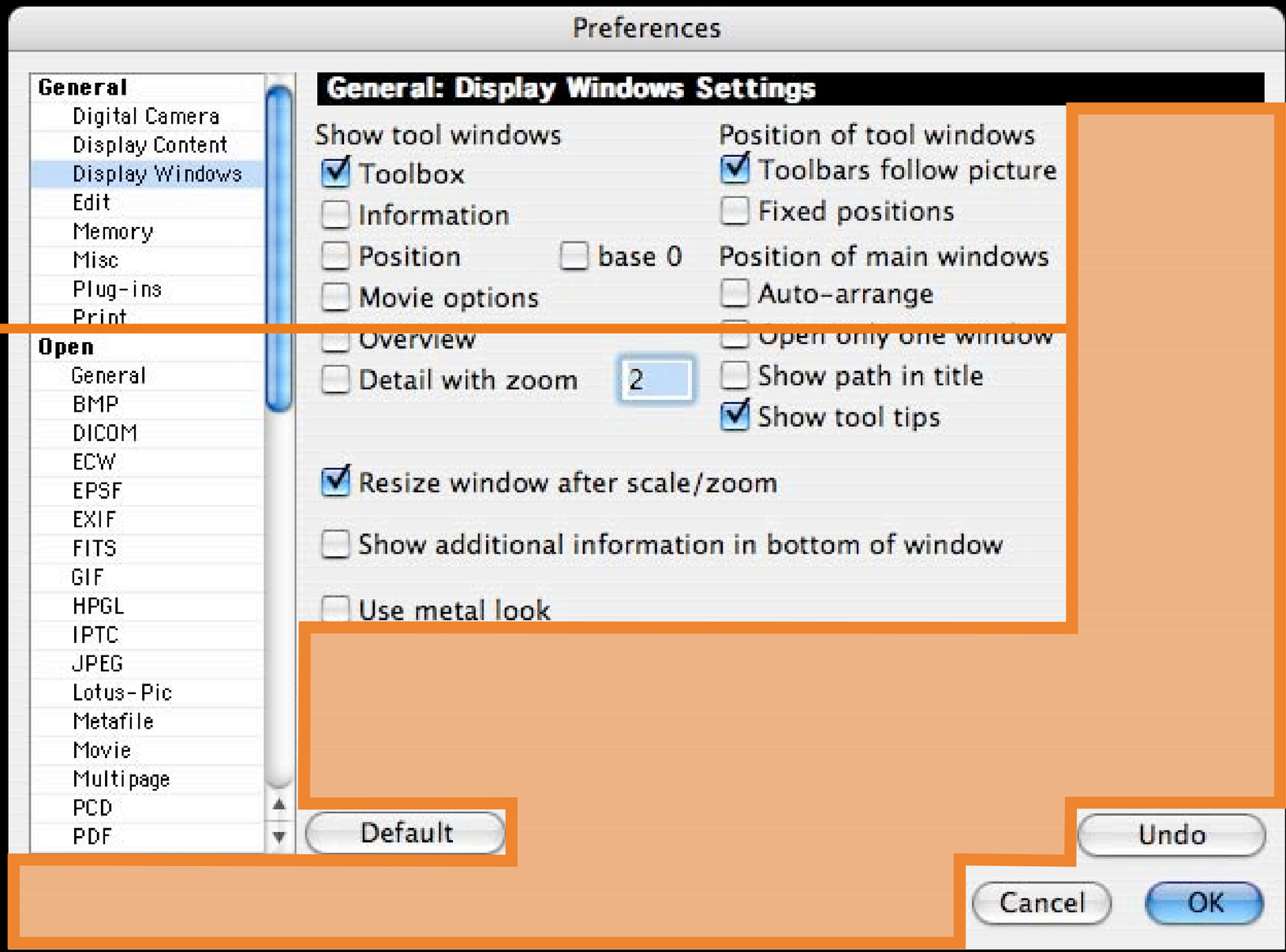
Apply “The Checklist”

Random, non-standard spacing between controls



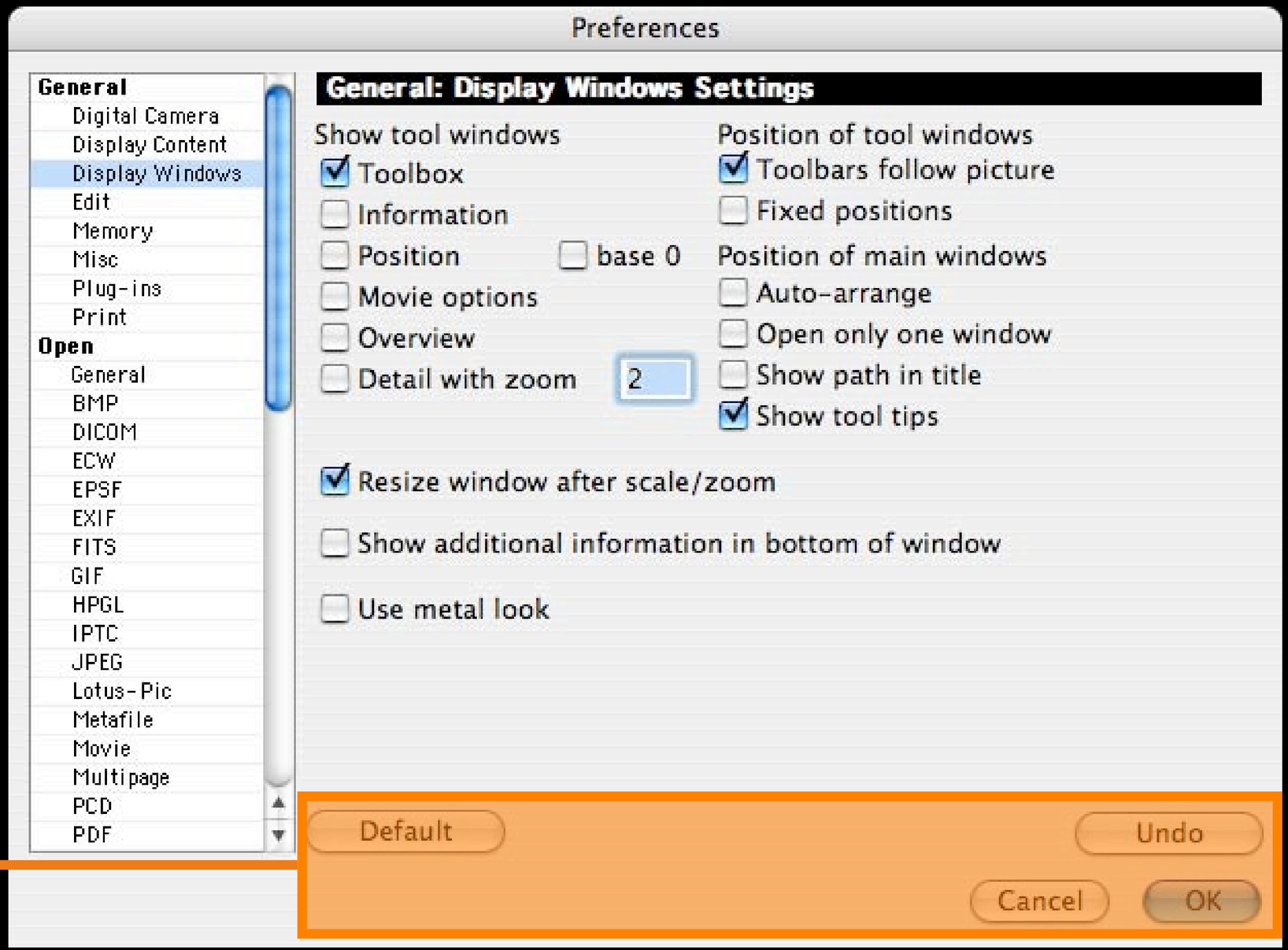
Apply “The Checklist”

Mis-use of white space



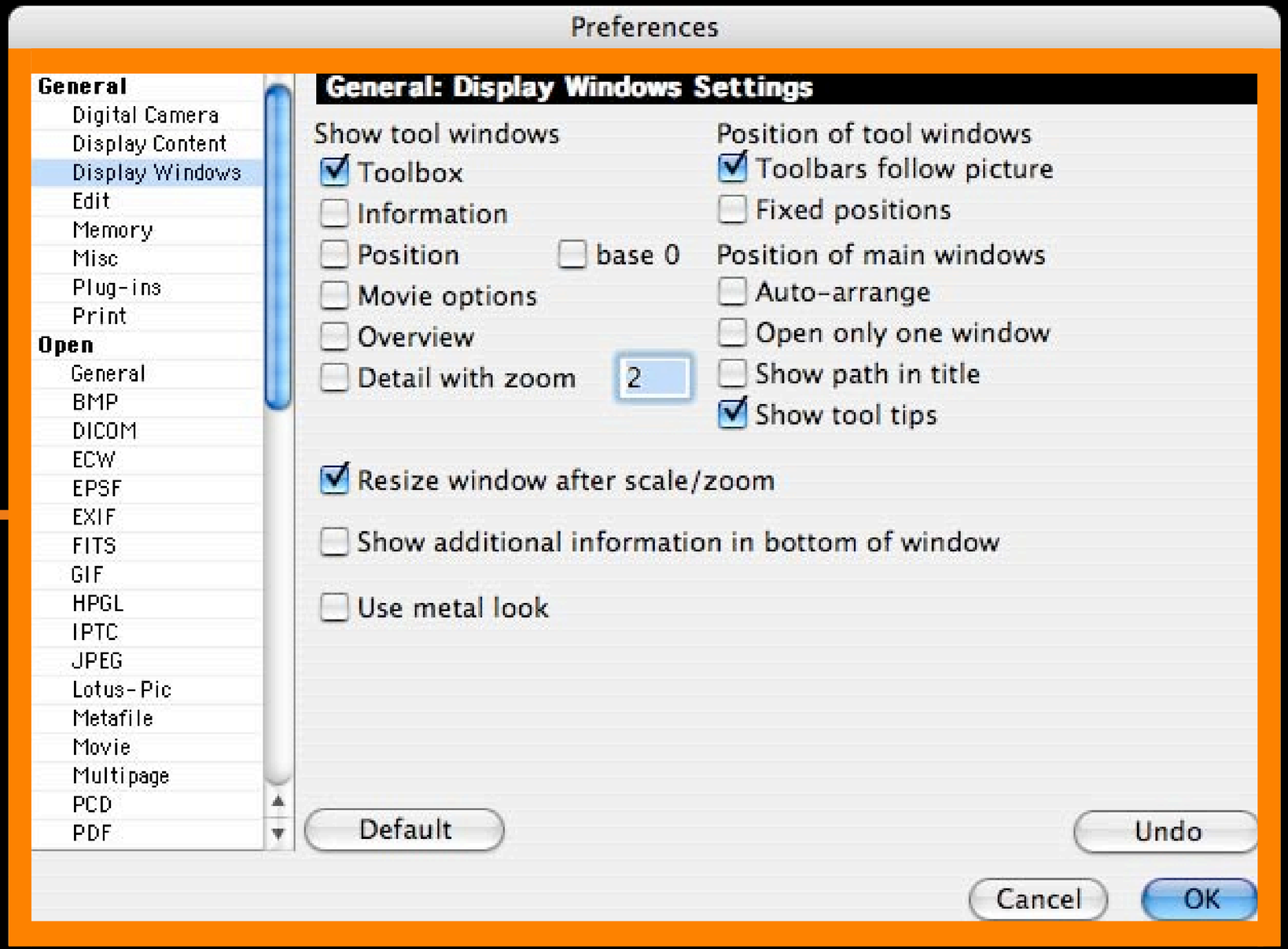
Apply “The Checklist”

Random button placement



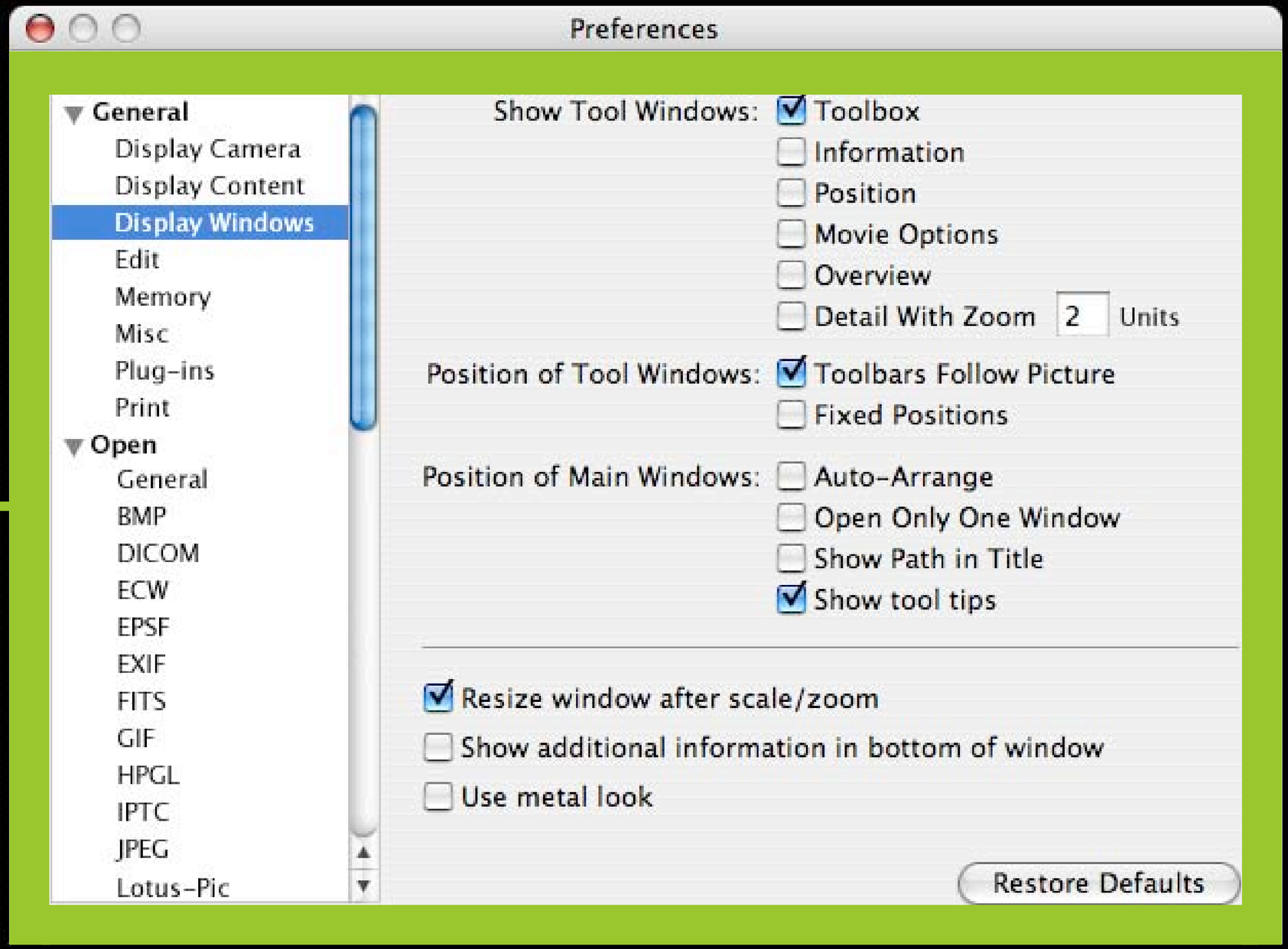
Apply “The Checklist”

Margins too small



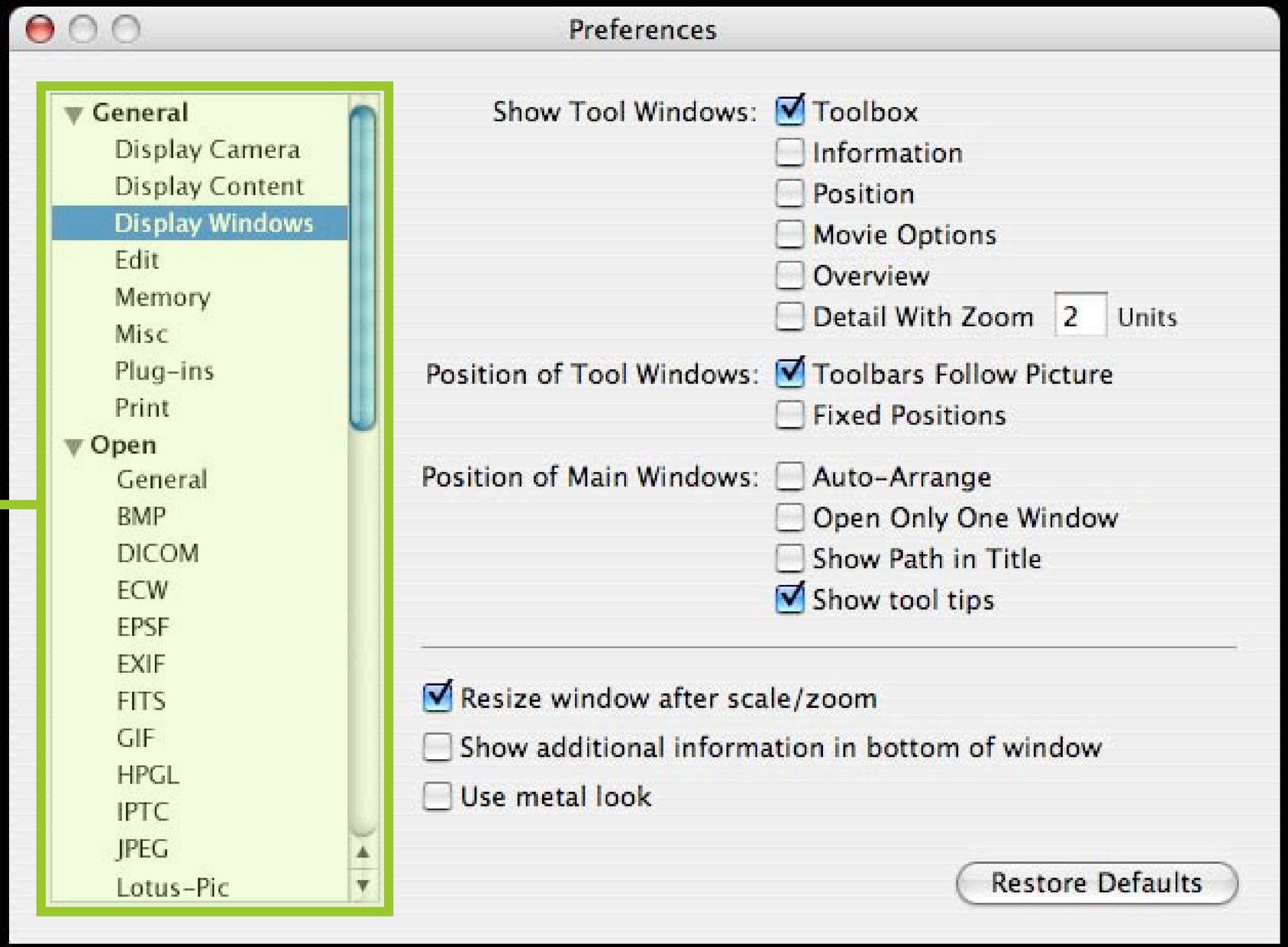
Renovated

Proper Margins

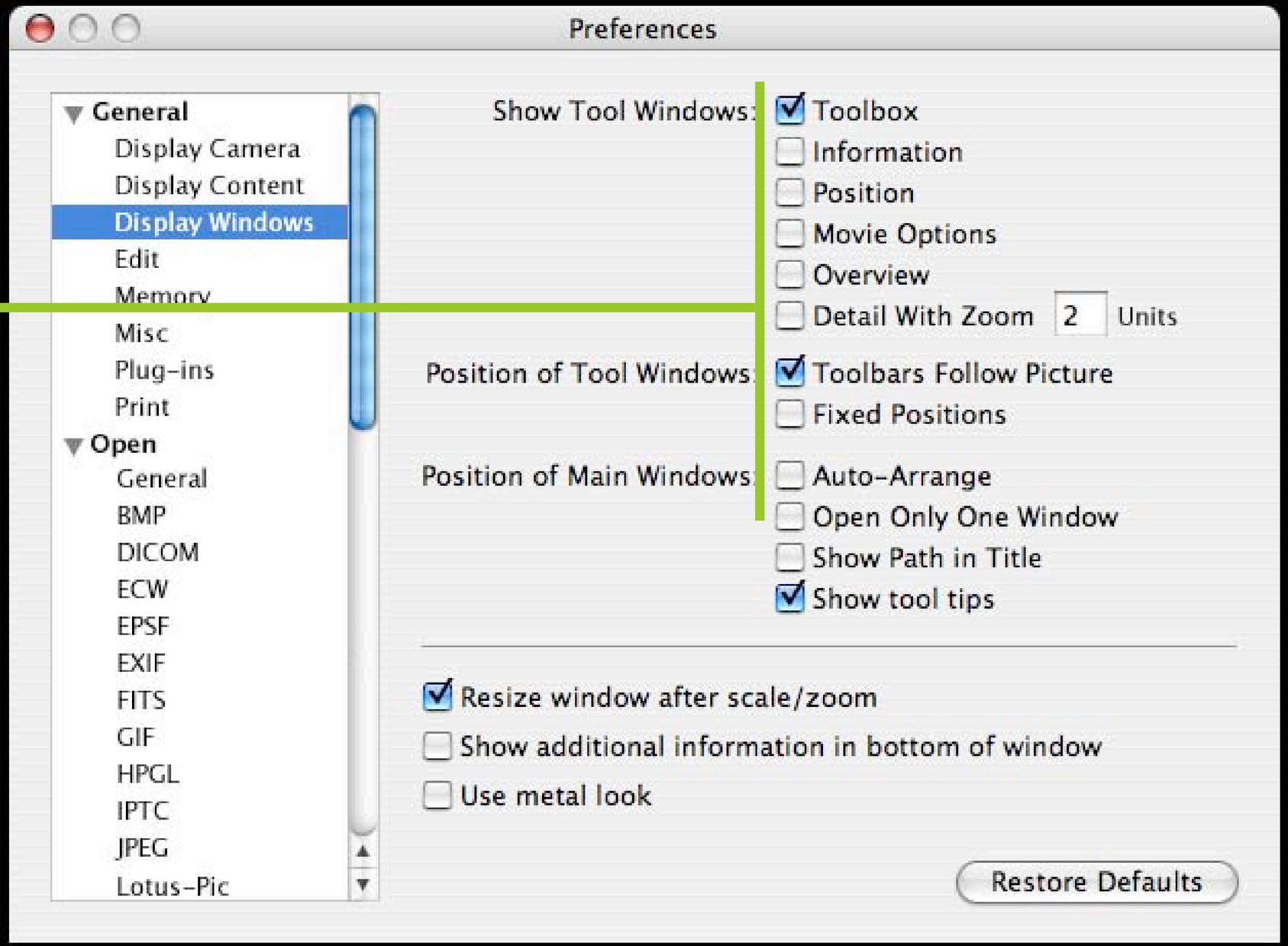


Renovated

Proper Font

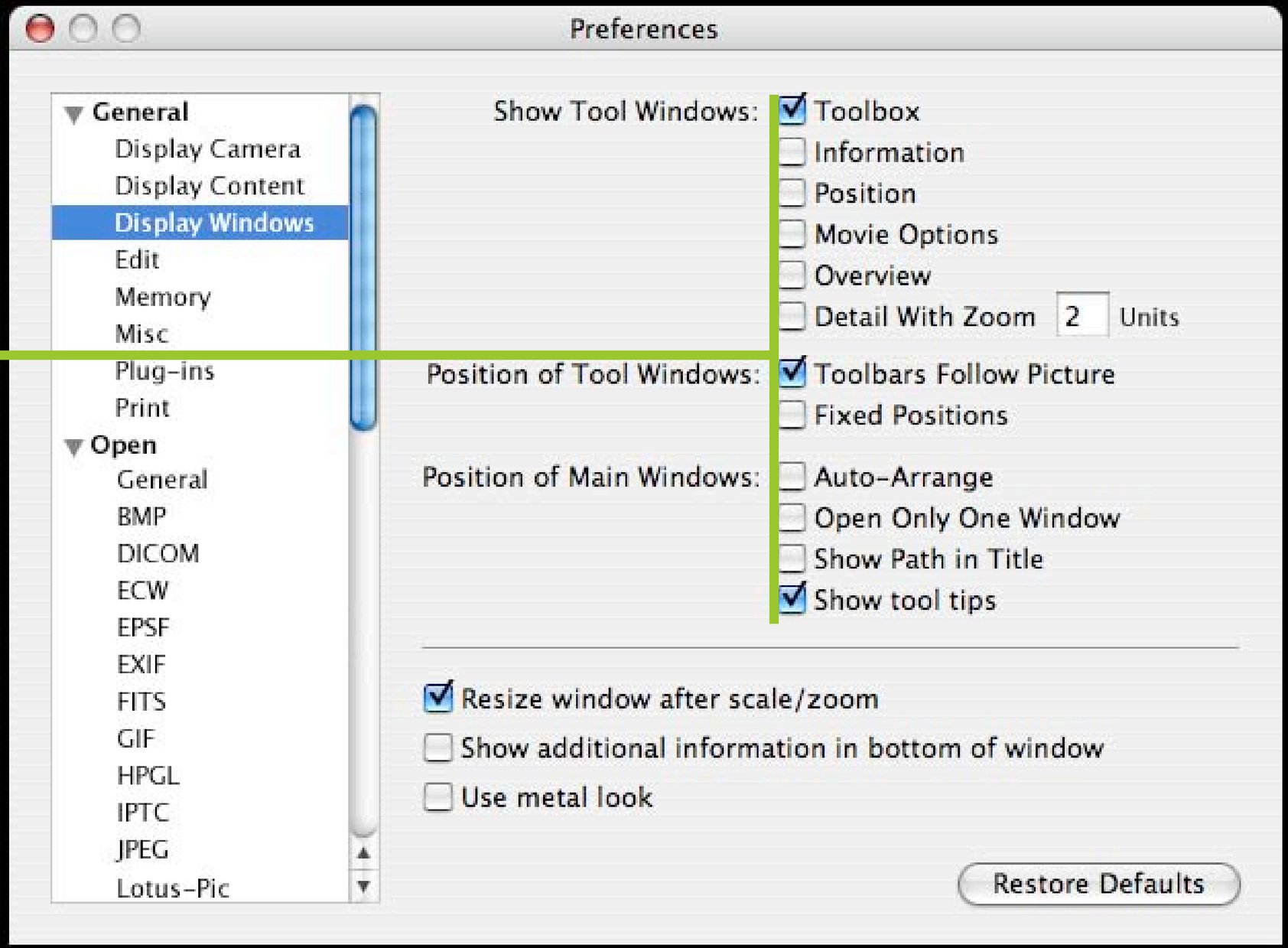


Renovated



Right aligned labels

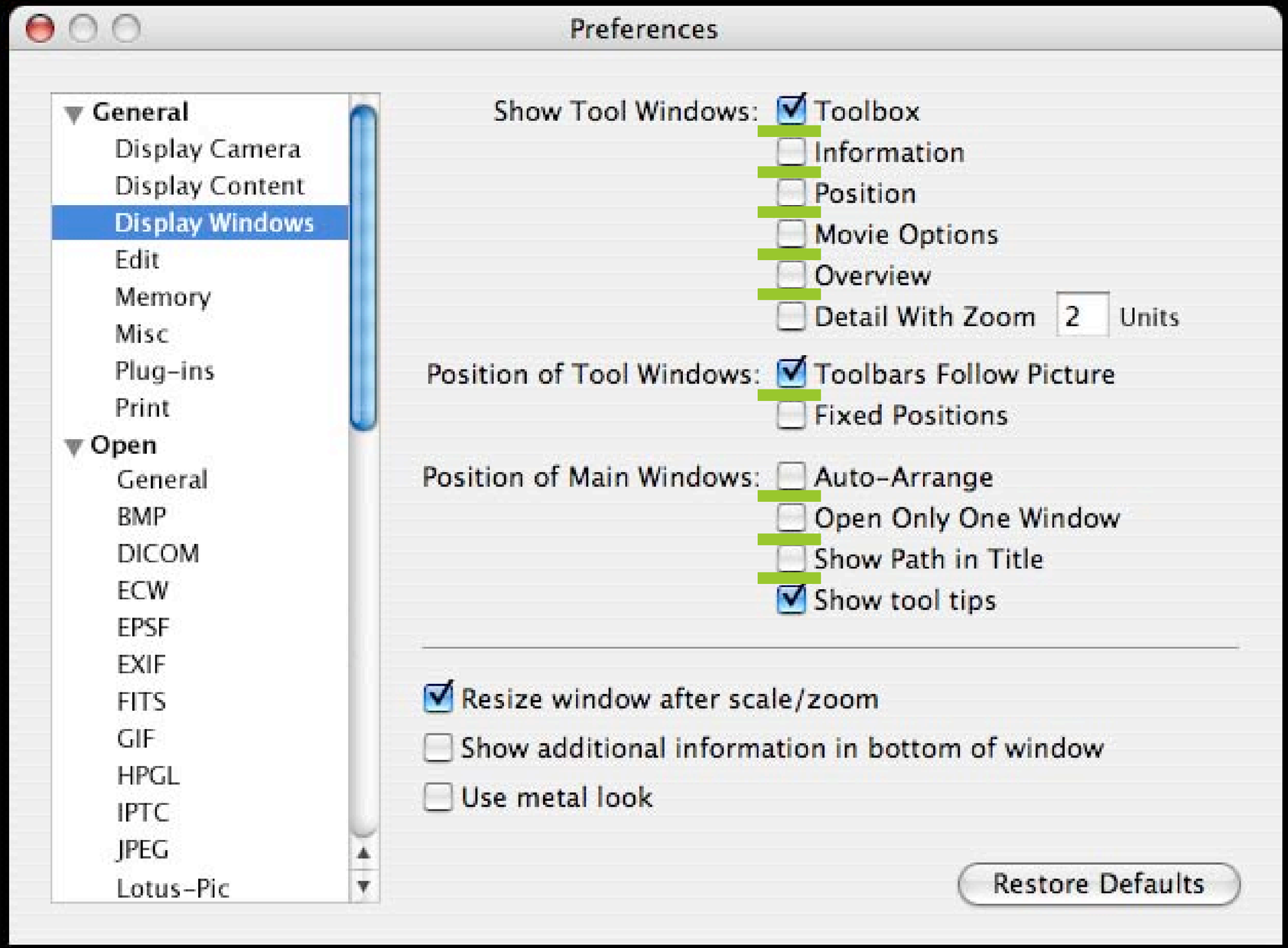
Renovated



Left aligned controls

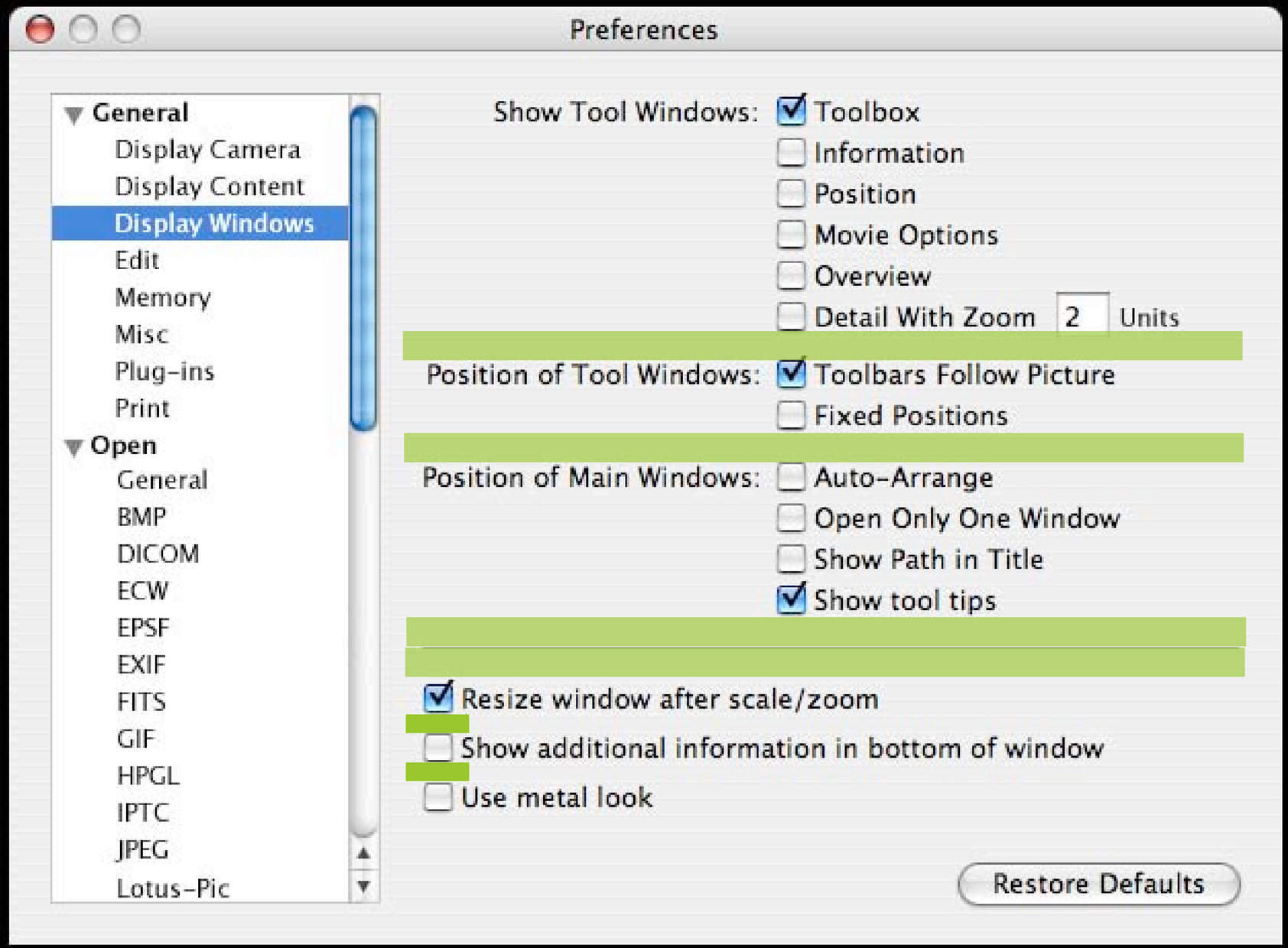
Renovated

Equal spacing between related items



Renovated

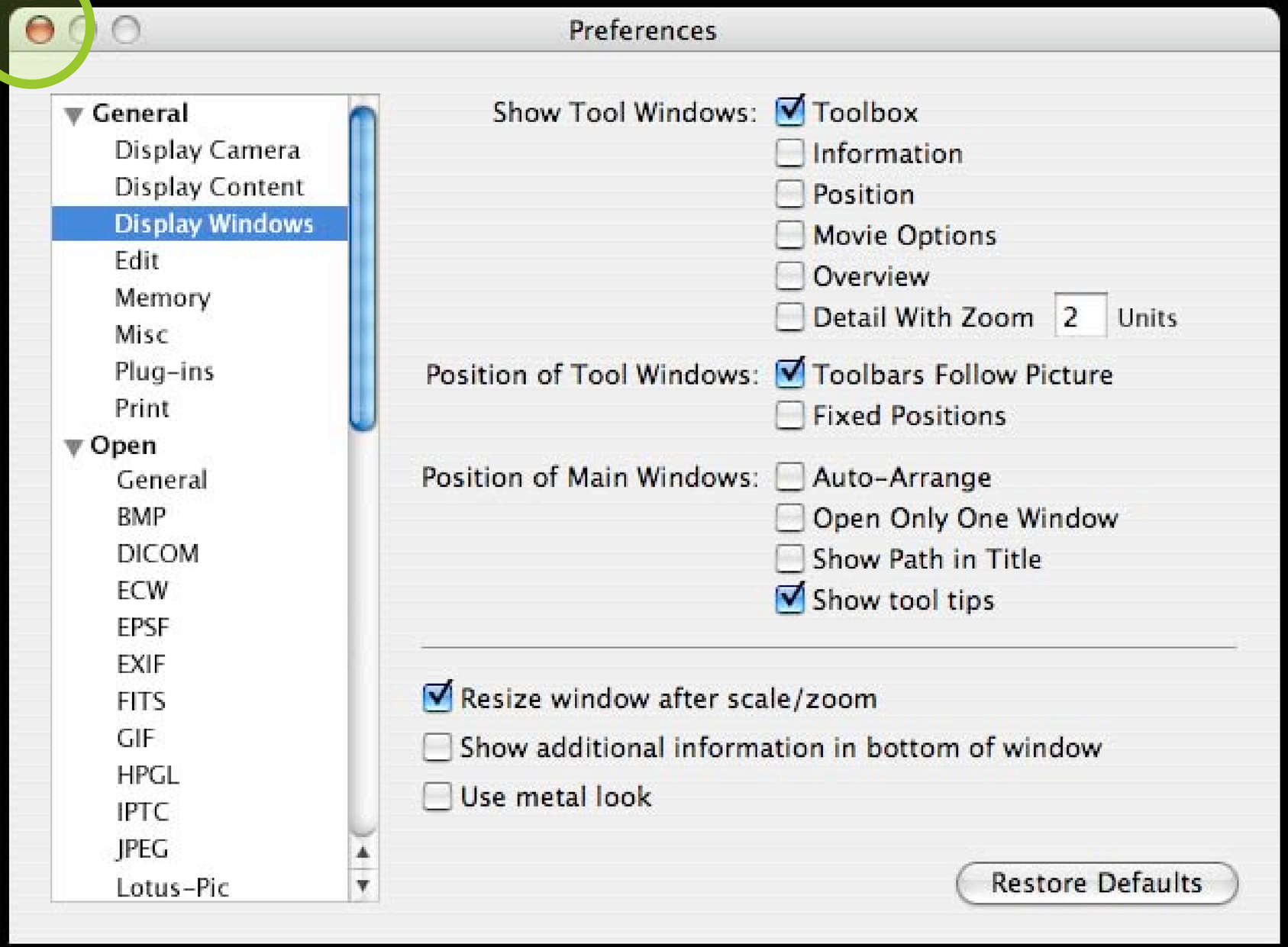
Larger spacing between un-related items and groups



Renovated

Replaces OK and Cancel

Less Modal



Too much redundancy

Preferences

- Photo Raw
- PICT
- PSD
- QuickTime
- TIFF
- WMF

Save

- General
- Custom Icon
- File Formats
- IPTC
- Settings

Slide Show

- General
- Effects
- Misc
- Move Folders
- Move Folders 2
- Move Folders 3

Convert

- Convert Text/IPTC
- Errors/Time
- Icon/Preview
- Index
- Misc

Browser

- General

Slideshow: Move Folder Settings

Set Folder ⌘1...	Clear
Set Folder ⌘2...	Clear
Set Folder ⌘3...	Clear
Set Folder ⌘4...	Clear
Set Folder ⌘5...	Clear
Set Folder ⌘6...	Clear
Set Folder ⌘7...	Clear
Set Folder ⌘8...	Clear
Set Folder ⌘9...	Clear
Set Folder ⌘0...	Clear

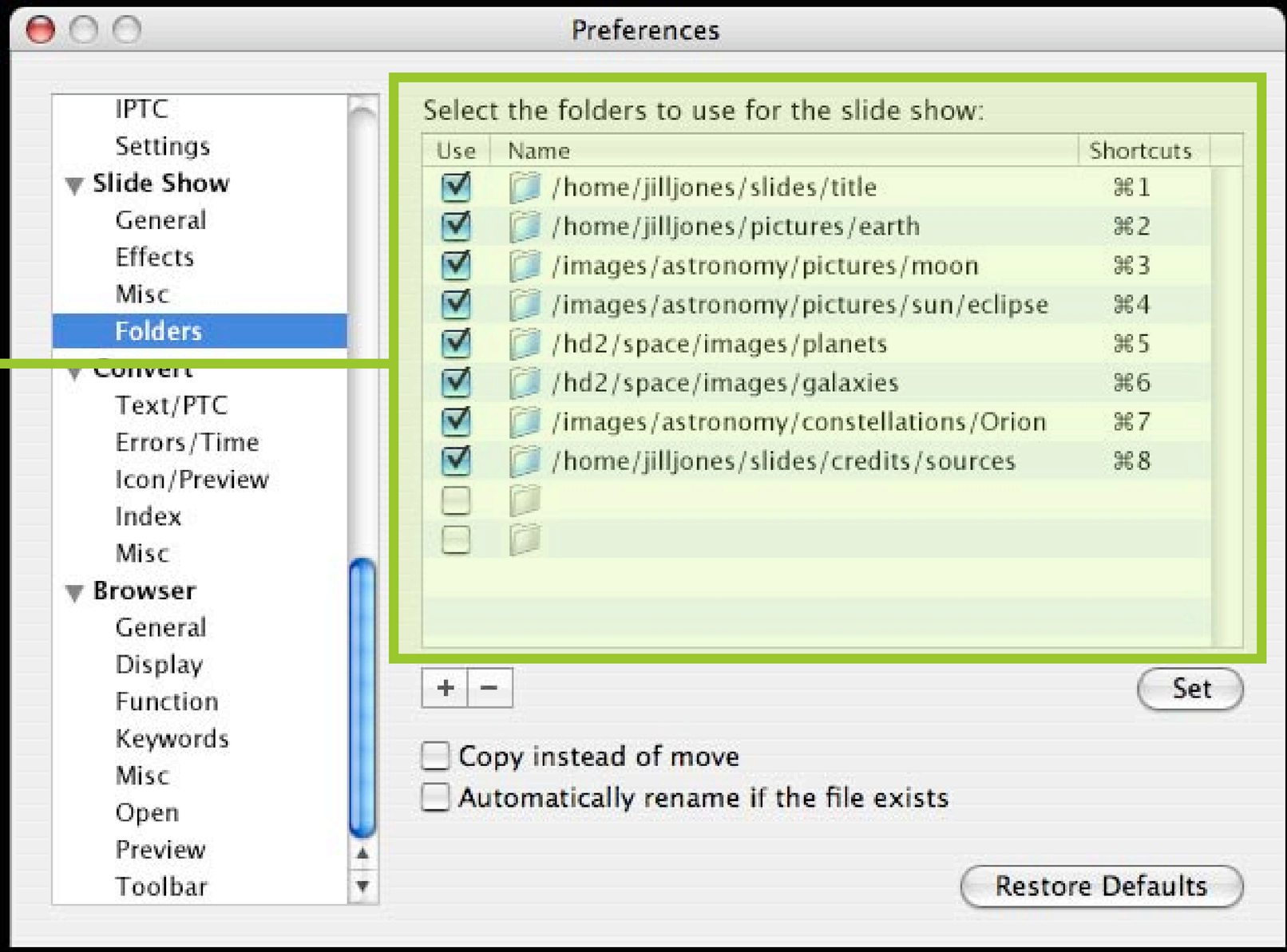
☐ Copy instead of move for folders 1 to 10

☐ Automatically rename if the file exists

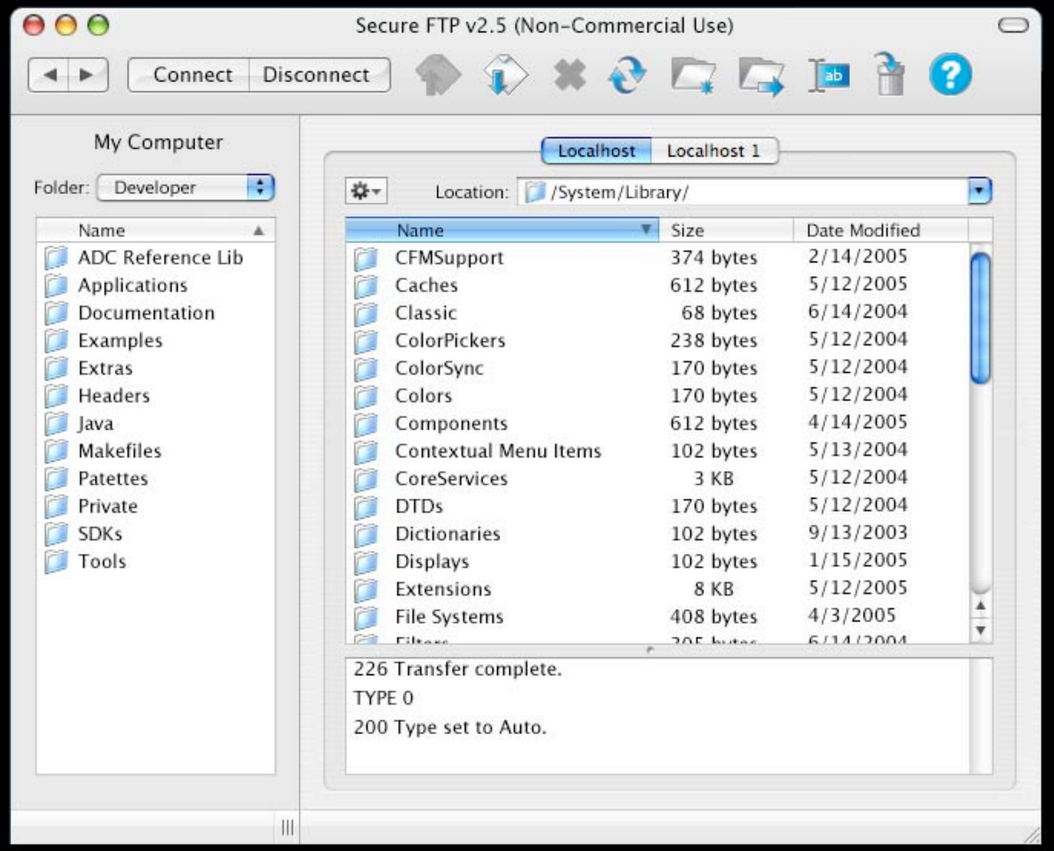
Default Undo

Cancel OK

Increased efficiency



A Typical Scenario for Clean-up



Select records from database where ...

Transfer ALL quotes , summaries ...

Find notes based on criteria you enter below *...

* Make sure null buttons are selected for unused conditions. Click buttons 1. 2. 3. to create, execute and save query results. Click Reset all conditions to enter new query.

Reset all conditions

Review descriptors, keywords, quotes, summaries

1.
Descr:
Kywd1:
Kywd2:
Kywd3:
Quote:
Summ:

Quotations that contain: AND OR null

Summaries that contain: AND OR null

Descriptor AND OR null

Keyword 1 AND OR null

Keyword 2 AND OR null

Keyword 3 AND OR null

Check here to save selection query to text file also.

1. Generate selection query...

2. Execute selection query...

No records found

3. Write selections to text file...

NO records returned

EXIT

Select Records From Database

Transfer all quotes, summaries...

Find notes based on criteria you enter below*...

* Make sure null buttons are selected for unused conditions. Click buttons 1. 2. 3. to generate, execute and save query results. Click "Reset All Conditions" to enter new query

Reset All Conditions

Review descriptors, keywords, quotes, summaries

Quotations:

Summaries:

Descriptors:

Keyword 1:

Keyword 2:

Keyword 3:

Quotations That Contain: And Or Null

Summaries That Contain: And Or Null

Descriptor: Item1 And Or Null

Keyword 1: Item1 And Or Null

Keyword 2: Item1 And Or Null

Keyword 3: Item1 And Or Null

Get Selection Query:

Title

1. Generate 2. Execute 3. Save Write to text file

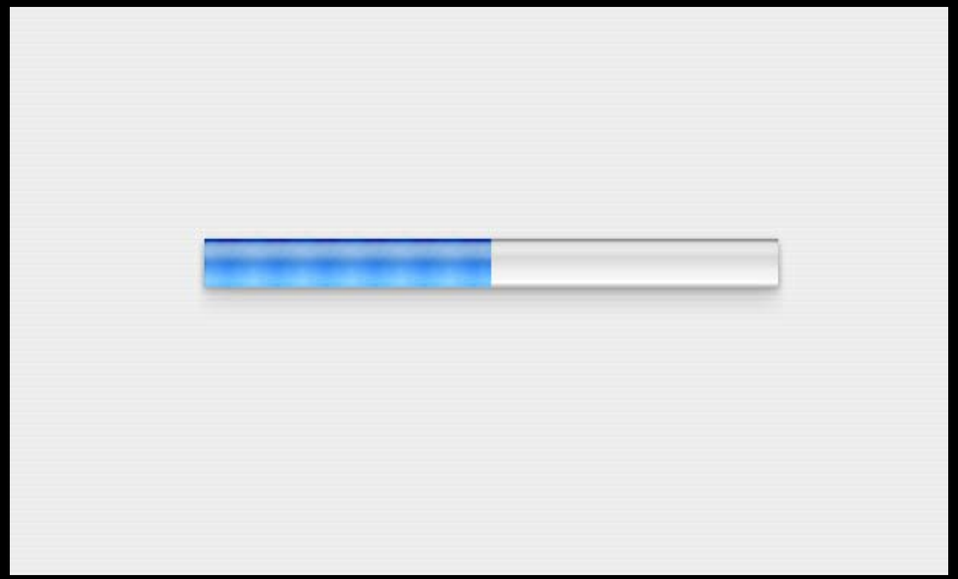
Communicate Effectively

http://developer.apple.com/wwdc2005/

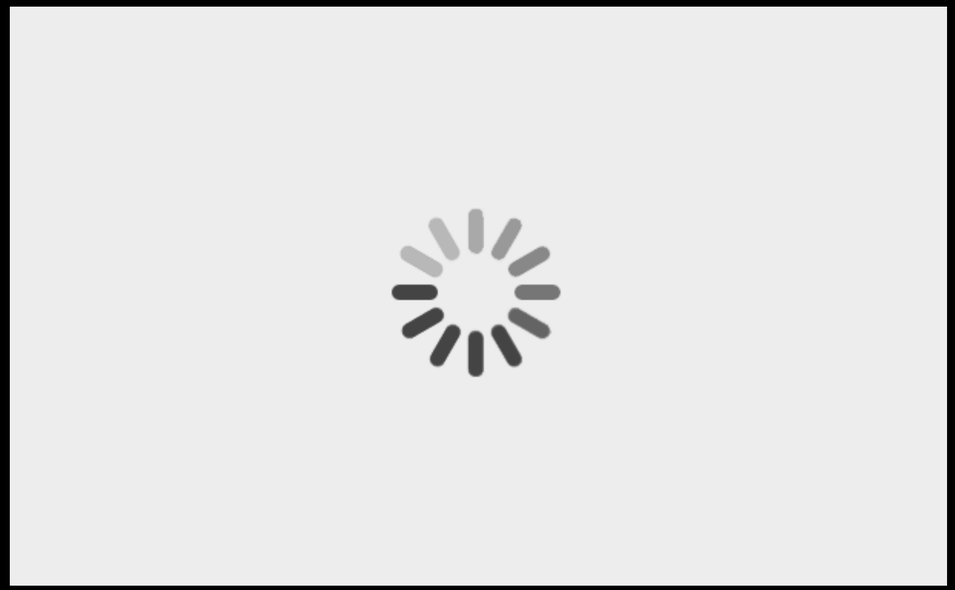
Communicate Effectively

- ✓ Parallel with human interactions
- ✓ Be non-intrusive, non-interruptive
- ✓ Keep users informed about what is going on
  - ✓ Only communicate what matters
- ✓ Use appropriate progress indication
  - ✓ Ensure consistent placement

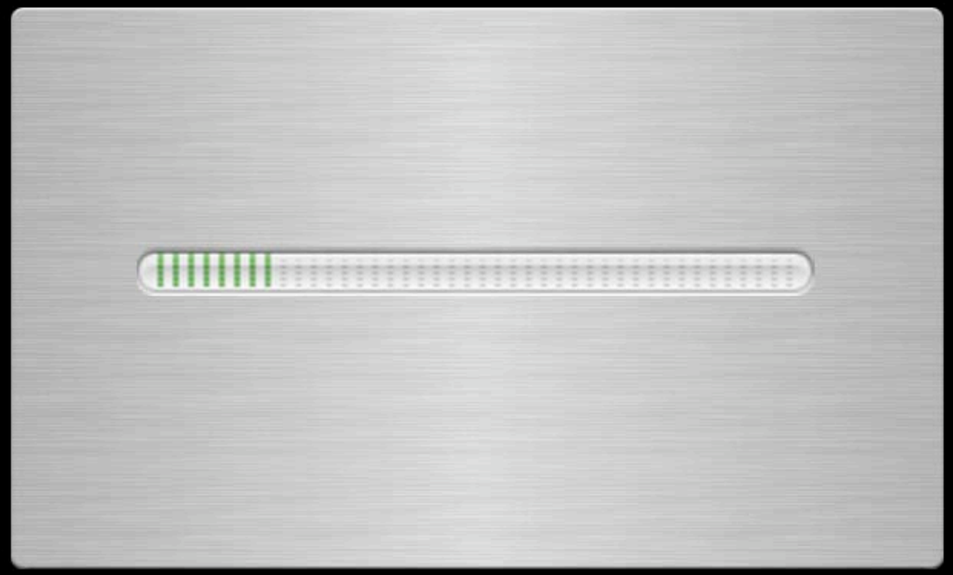
Progress Bar



Spinning Gear



iTunes Voice Level Indicator



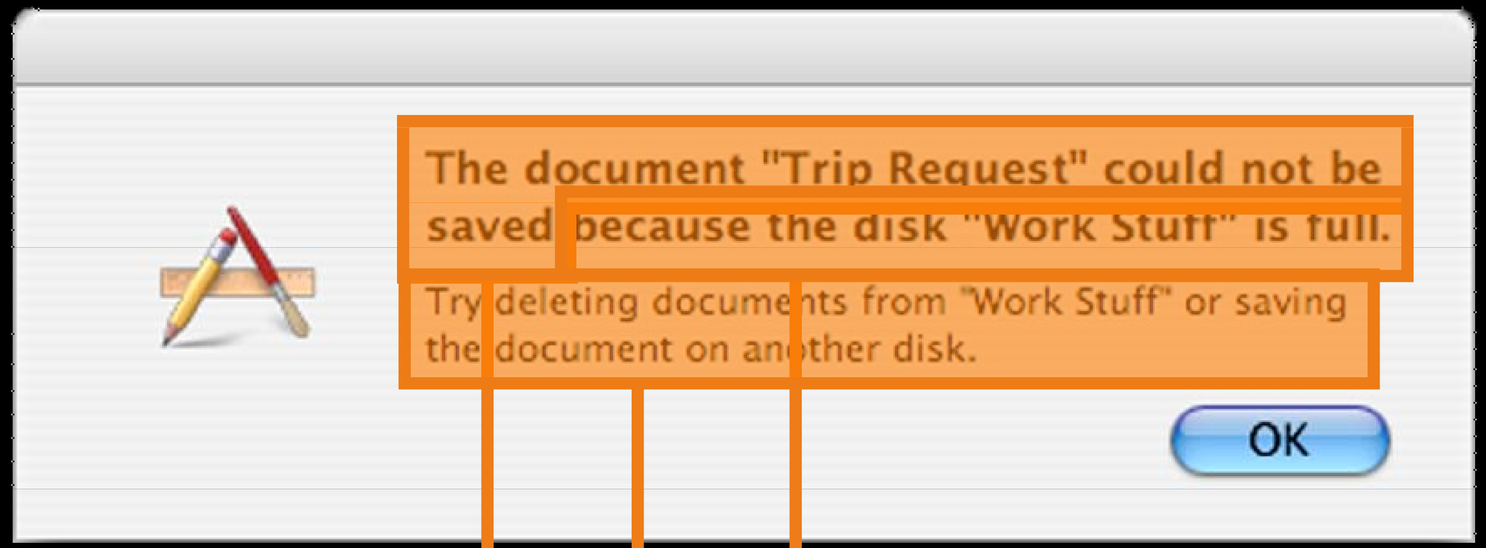
Badged Dock Icon

Badged Dock Icon

Report Problems Effectively

- Try to re-design and remove the condition generating the error
- Explain
  - What happened
  - Why it happened
  - What's the solution
- Avoid Yes and No buttons
  - They tend to create more confusion
  - Associate button labels with error text
- Prevent problems from occurring in the first place
  - Disable commands based on current context

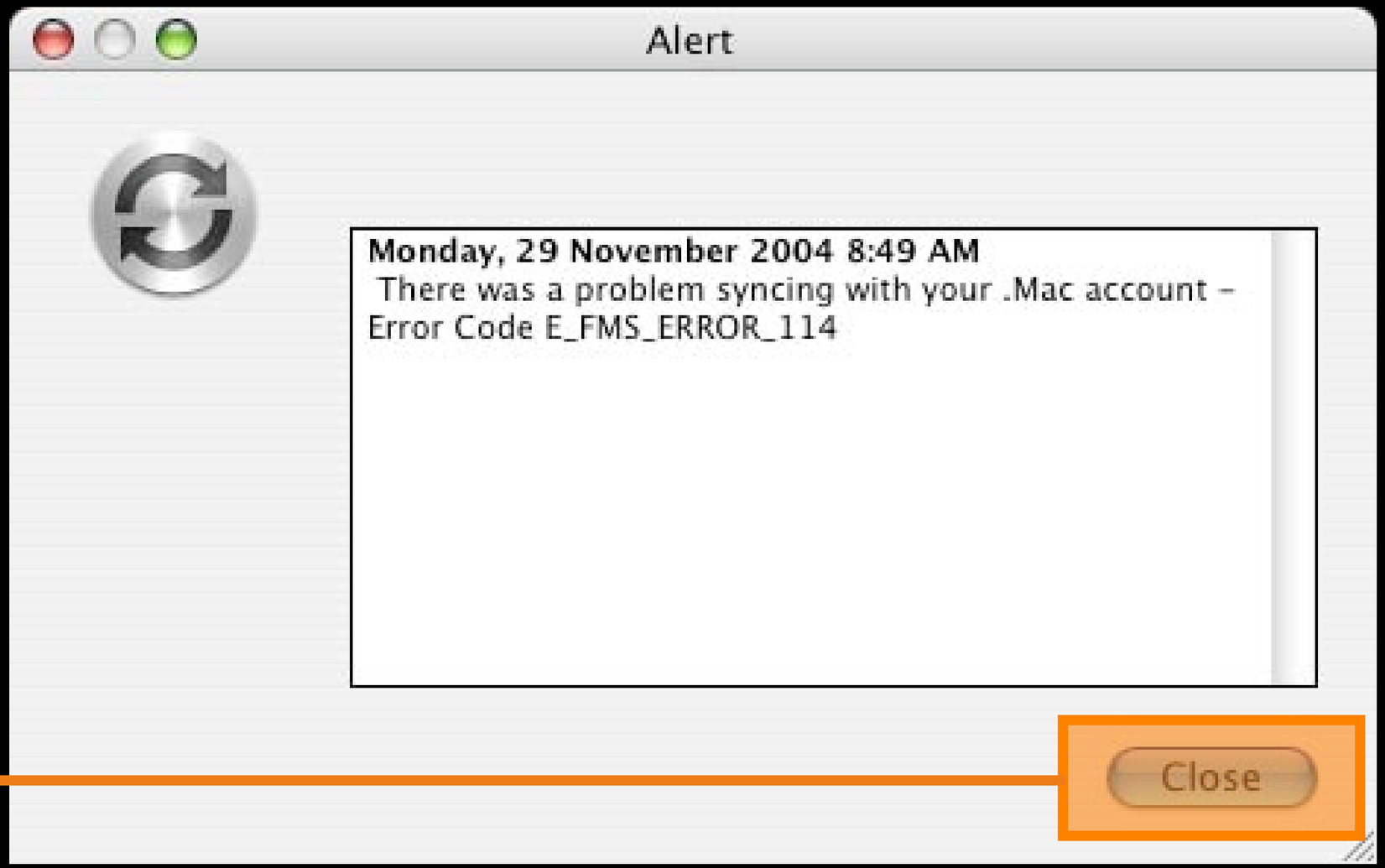
The Proper Way to Communicate



The Wrong Way To Communicate…

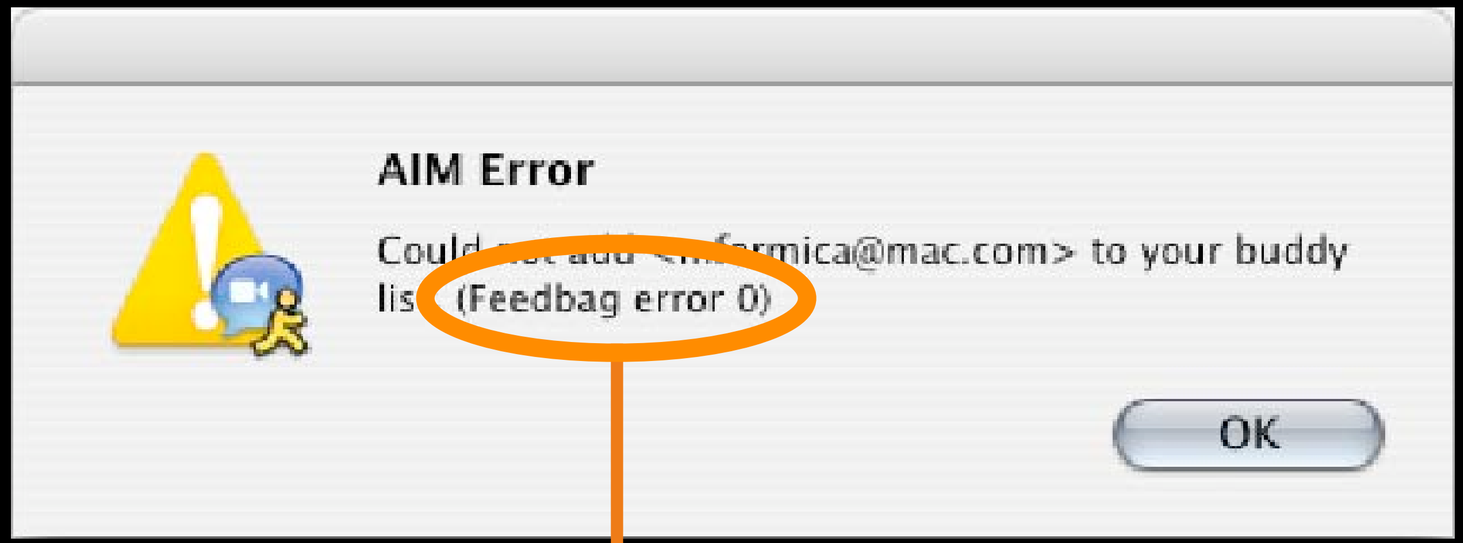
The Wrong Way To Communicate…

Close My .Mac Account?



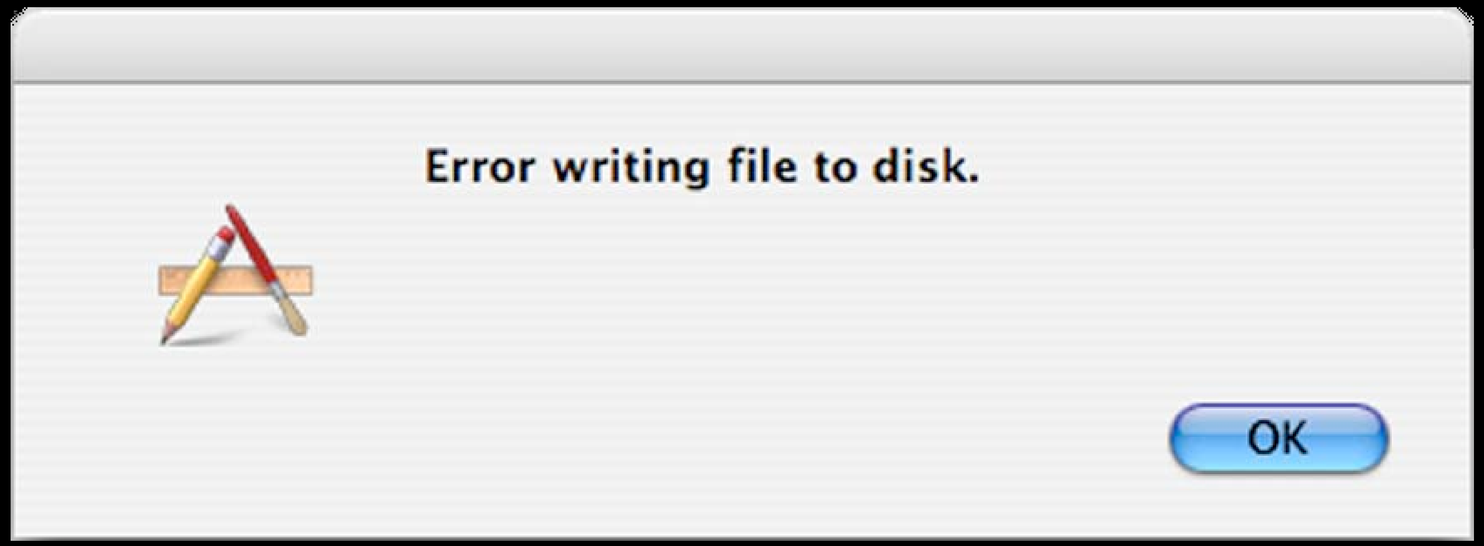
The Wrong Way To Communicate…

At least check spelling

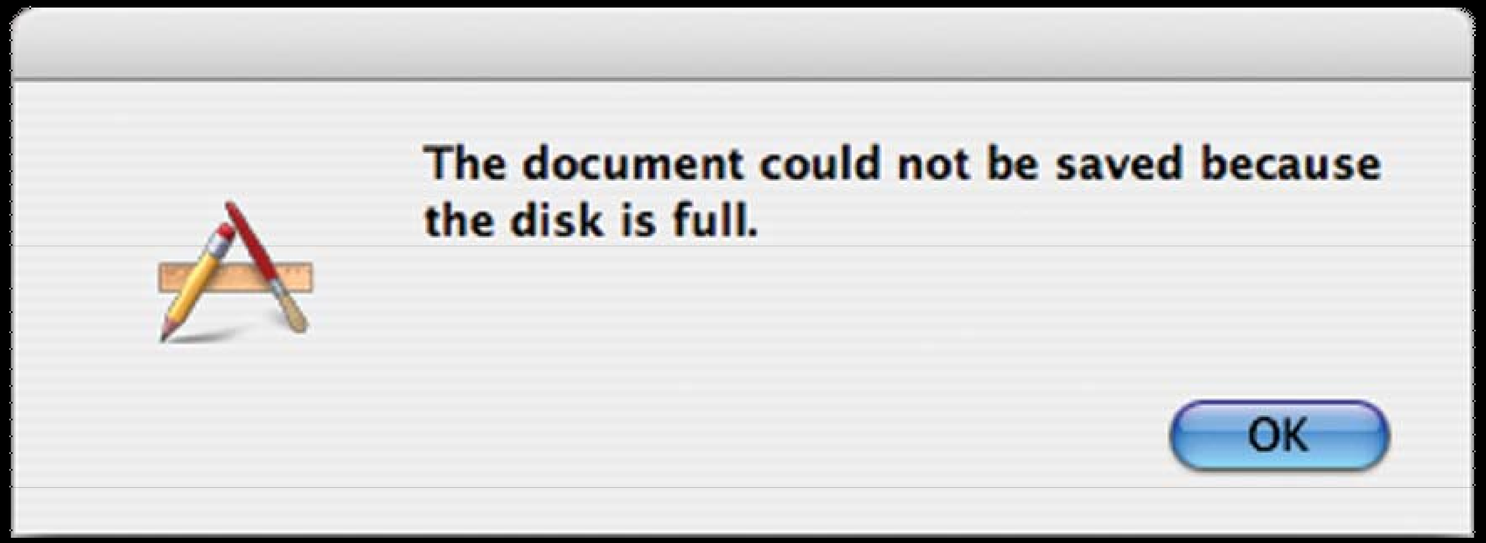


Is this a feedbag error?

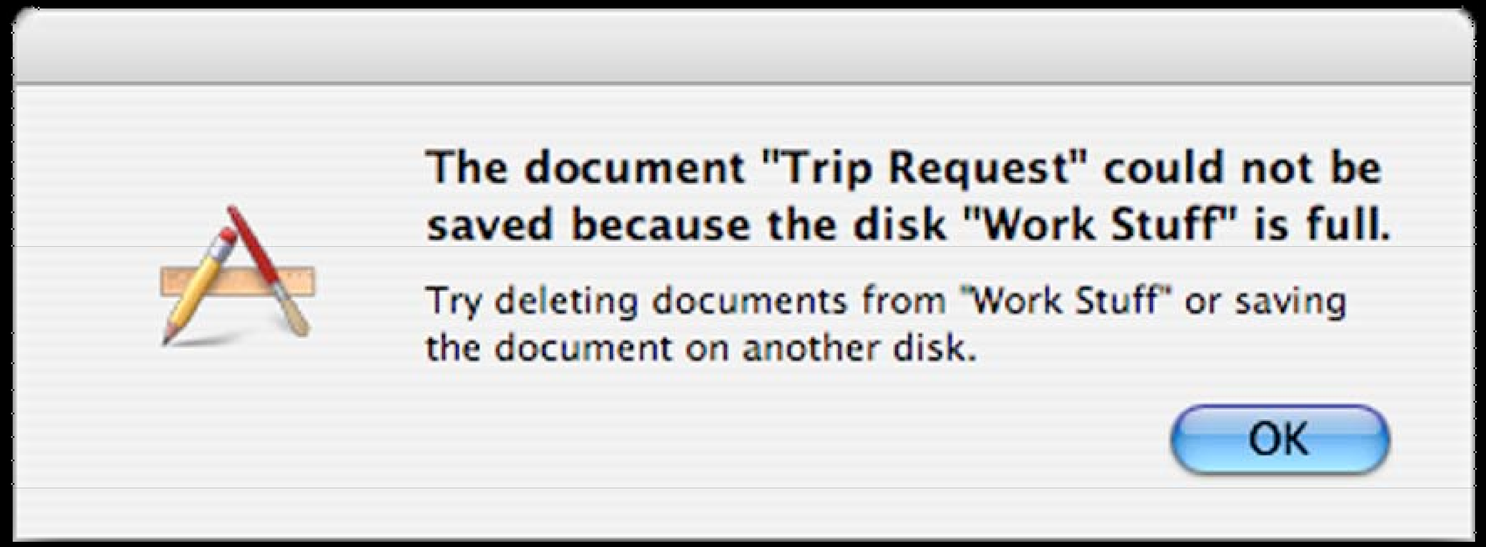
Poor Communication



Acceptable Communication



The Best Way to Communicate



Agenda

- ✓ Define Your Product
- ✓ Determine Its Features
- ✓ Design Its User Interface

Agenda

- ✓ Define Your Product
- ✓ Determine Its Features
- ✓ Design Its User Interface

It Matters

- ✓ Higher customer productivity
- ✓ Increased customer satisfaction
- ✓ Greater perceived value
- ✓ Lower cost of customer support
- ✓ Faster and simpler implementation
- ✓ A competitive advantage
- ✓ Brand loyalty
- ✓ Simpler manuals and online help

More Information

http://developer.apple.com/wwdc2005/

Documentation, Sample Code, and Other Resources

http://developer.apple.com/wwdc2005/

Who to Contact

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Manager, Software Technology Evangelism
& User Experience Evangelist
geleynse@apple.com

WWDC2005

Worldwide Developers Conference